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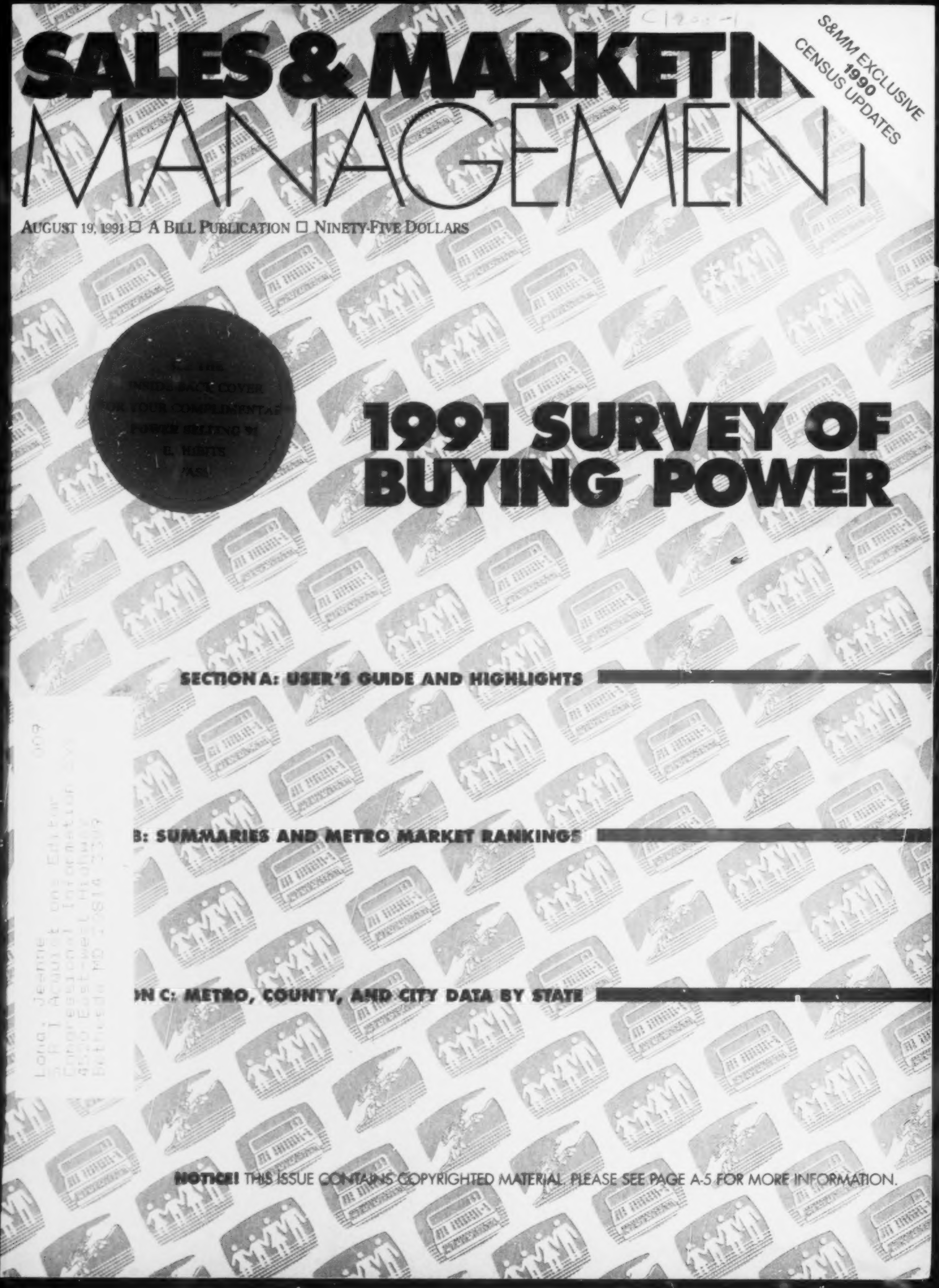

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1991 SURVEY OF BUYING POWER

SECTION A: USER'S GUIDE AND HIGHLIGHTS

B: SUMMARIES AND METRO MARKET RANKINGS

N C: METRO, COUNTY, AND CITY DATA BY STATE

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A BILL PUBLICATION
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SALES & MARKETING MANAGEMENT

1991 SURVEY OF BUYING POWER

AUGUST 19, 1991

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SECTION A

USER'S GUIDE

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A USER'S GUIDE TO THE SURVEY OF BUYING POWER

A sampling of some of the many ways the Survey can be used for sales, marketing, and advertising applications.

HOW THE GUIDE IS ORGANIZED

This User's Guide has been divided into three basic sections: Sales, Marketing, and Advertising. Each one offers a sample of applications that can be expanded upon according to your specific needs. To acquaint yourself with the *Survey*, locate the appropriate section that relates to your industry and take a minute to read through the outlined procedures. The examples provided will get you started toward generating the information and answers you require.

SECTION 1: SALES
A. Measuring Sales Performance
B. Setting Sales Goals
C. Setting Sales Quotas
D. Territory Analysis

SECTION 2: MARKETING
A. Measuring Market Potential
B. Developing Marketing Strategies and Distribution Channels
C. Evaluating New Product Potential

SECTION 3: ADVERTISING
A. Test Market Selection
B. Co-op Advertising Allocation
C. Media Allocation
D. Media Selection

SALES PLANNING APPLICATIONS

A. Measuring Sales Performance

How do you determine how well your sales force is doing? Is a salesperson who exceeds quota by 20% really performing better than someone who may have only achieved last year's projected levels? The answer isn't as simple as you might think, since it involves a number of other factors, not the least of which is the statistical makeup of the territory itself. To sort through these complexities, you're going to need an objective measurement of performance, and this is where the *Survey of Buying Power* can help.

Research on buying trends has indicated that consumers with the same *demographic* and *economic* profiles—and with access to similar channels of *distribution*—will normally buy the same quantity and quality of product. However, finding a way of equitably comparing markets based on these three factors is not an easy task, and this is where S&MM's Buying Power Index, or BPI, is most valuable.

By combining total population, income, and retail sales data—and assigning appropriate weights to each of these factors—a BPI is produced that charts the potential of a particular metro, county, or city relative to the U.S. as a whole (U.S. = 100.0000). And because the BPI compares all markets equitably, it can also be used as an indicator of sales potential through the construction of a Performance Index (PI).

To calculate a PI, simply take your annual sales—in this case we'll use 1 million pairs of shoes—and multiply that figure times the BPI for a particular market. Using the New York metro market as an example (BPI = 3.4639), this gives you a total of 34,639 pairs of shoes, which becomes the Sales Measurement (SM) for this particular territory.

This figure can be broken out further by utilizing the BPIs for the various counties that make up the New York market, which will in turn reveal the specific geographic areas where sales are lightest and heaviest. Once the Sales Measurement figure has been calculated, a Performance Index for the market (or any of its components) can then be constructed.

Continuing with this same example, if it is determined that actual sales in this market totaled 50,000 pairs of shoes, you divide actual sales by the SM figure, according to the following formula:

$$\text{PI} = \frac{\text{Actual Sales}}{\text{Sales Measurement}} \quad \text{or:}$$

$$\text{PI} = \frac{50{,}000}{34{,}639} \quad \text{which equals:}$$

$$\text{PI} = 1.44\text{, or } 144.$$

Since the Performance Index for the New York metro is greater than 100, this indicates that actual sales in this market exceeded those shown by the Sales Measurement figure (BPI ÷ Total Sales) by roughly 44%. However, if the PI figure turns out to be less

S&MM Exclusive: 1990 Census Data in This Issue

Statistics in this year's *Survey Of Buying Power* are based on the recently released 1990 Census of Population. Prior to this year, data reported in the *Survey* were based on the 1980 Census of Population.

Whenever a new benchmark figure is incorporated into one of our *Survey* issues, trend lines are often skewed, and this year will surely be no exception—specifically due to the impact and change the Census of Population figures bring with them every 10 years.

Keep in mind that all Population and Household figures will be affected by the new benchmark (it's not uncommon to see uncharacteristically high or low figures as compared to last year's numbers), including any per-household retail sale figures. Also, due to the close relationship between households and income, *all* Effective Buying Income figures will be impacted by the new Census in some way as well.

SURVEY HIGHLIGHT

Metros with the Highest (and Lowest) Median Age: The 10 Oldest...

Rank	Metro	Median Age
1.	Sarasota, FL	48.9
2.	Bradenton, FL	43.3
3.	Fort Myers-Cape Coral, FL	42.3
4.	Naples, FL	41.1
5.	Fort Pierce, FL	40.8
6.	West Palm Beach-Boca Raton-Delray Beach, FL	40.3
7.	Ocala, FL	40.2
8.	Daytona Beach, FL	39.8
9.	Tampa-St. Petersburg-Clearwater, FL	38.9
10.	Fort Lauderdale-Hollywood-Pompano Beach, FL	38.0

...and the 10 Youngest

Rank	Metro	Median Age
307.	Salt Lake City-Ogden, UT	27.4
307.	Brownsville-Harlingen, TTX	27.4
307.	Fayetteville, NC	27.4
307.	Grand Forks, ND	27.4
307.	Killeen-Temple, TX	27.4
312.	State College, PA	27.1
313.	Lafayette-West Lafayette, IN	26.9
314.	Bloomington, IN	26.6
315.	McAllen-Edinburg-Mission, TX	26.2
316.	Lawrence, KS	25.9
317.	Laredo, TX	25.5
318.	Jacksonville, NC	24.5
319.	Bryan-College Station, TX	24.2
320.	Provo-Orem, UT	22.5

SOURCE: *Sales & Marketing Management; 1991 Survey of Buying Power.*

than 100, this indicates that there is room for improvement. Of course, your product may be a bit more complicated than shoes, in which case you'll want to construct a custom BPI for calculating the Sales Measurement portion of your PI. For example, if you're selling a more specialized product, like running shoes, your market is much more limited than that for shoes in general. By using more specific factors in your BPI—consumers between the ages of 18 and 34 with household incomes over $25,000, for instance—you can effectively narrow your market profile. For a more in-depth explanation of how such a BPI is calculated, see "How to Construct a Custom BPI" on page A-15.

B. Setting Sales Goals

If you've found that the Survey's BPI works for your particular product or service, or if you've constructed your own custom BPI, you can then use that figure to set goals for your salespeople in their individual territories.

Using the same example as in the previous section, if you're planning on increasing production by 10%—to 1.1 million pairs of shoes, don't simply add 10% to your actual New York sales of 50,000. Instead, go back and multiply the BPI by your new target figure of 1.1 million, which gives you 38,103.

Since you already know that sales in this market are 50,000, you can safely assume that even if there is little or no change in New York's level of performance, sales will exceed the goal for the coming year. This leaves you free to concentrate your efforts on weaker markets, and at the same time it doesn't penalize your New York salespeople for doing a better-than-average job.

Now let's move on to another example, looking at a product with a completely different kind of problem.

Let's say that your company sells briefcases. From your experiences in this market, you know that young adults buy proportionately more briefcases than older people. Therefore, by locating areas where the age mix of the population is above or below the national average, you can isolate the markets where your prospects are best. A typical example of this kind of situation occurs in the state of Florida.

The Sarasota metro area, with a relatively good-sized population of 282,700, has a median age of 48.9 years, compared with a U.S. average of 33.0. On the other hand, the median age in the Tallahassee metro (which is nearly the same size as Sarasota) is only 29.4. However, if all we look at are the BPIs for these two markets, we might assume they're not that dissimilar, since Sarasota's BPI of .1334 is only slightly higher than Tallahassee's .0914.

For a company selling briefcases, the obvious solution is to construct a custom BPI utilizing median age as the demographic component rather than total population, and possibly selecting a narrower income group, say $35,000-$49,999, as well as a more specific distribution channel (General Merchandise stores), making sure that these factors are weighted according to their relative importance.

C. Setting Sales Quotas

What is a fair quota? Basically, it can be defined as one that offers a realistic opportunity of being accomplished, as well as including the possibility of special awards for truly superior performance. In any case, fair does not always mean equal, since no two organizations deal with the same set of problems or challenges in the same way. But by utilizing the data in the *Survey of Buying Power*, you can develop a basic quota-setting system that can be easily altered to meet the specific needs of your product or service.

As a point of departure, assume that a fair quota is an achievable one, although any quota-setting procedure should first consider the individual salesperson. In other words, you must be able to evaluate past performance as part of the process. In addition, this same quota should realistically reflect the volume of goods or services that management believes can be sold in a given territory. In short, only a quota system that incorporates both experience and potential can truly be called fair.

As an example, let's take a company that manufactures tennis rackets with a national sales goal of 550,000 units. According to its own custom BPI, the figure for the Washington, DC, market is 2.3962, which translates to a quota of 13,179 units in this metro.

However, based on sales from the previous year, Washington has been

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*Source: S&MM Survey of Buying Power, 1990

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SURVEY HIGHLIGHT

Metros with the Highest Percentage of Households with Incomes of $50,000 or More

Metro	**% of Households with EBIs of $50,000 +**	**1990 Median Household EBI**
Nassau-Suffolk, NY	49.4%	$49,494
Middlesex-Somerset-Hunterdon, NJ	48.2	48,591
San Jose, CA	44.9	45,662
Bridgeport-Stamford-Norwalk-Danbury, CT	44.1	43,866
Bergen-Passaic, NJ	43.6	44,360
Trenton, NJ	42.3	43,186
Washington, DC	42.0	42,929
Anaheim-Santa Ana, CA	39.6	41,179
Lake County, IL	39.4	41,617
Newark, NJ	39.4	40,296
Oxnard-Ventura, CA	38.1	40,320
San Francisco, CA	37.4	38,826
Manchester-Nashua, NH	36.4	39,598
Oakland, CA	36.0	38,096
Monmouth-Ocean, NJ	35.4	37,880
Poughkeepsie, NY	35.1	38,897
Honolulu, HI	35.0	37,072
Anchorage, AK	33.5	36,633
Boston-Lawrence-Salem-Lowell-Brockton, MA	33.4	36,445
Hartford-New Britain-Middletown-Bristol, CT	31.9	36,477
Portsmouth-Dover-Rochester, NH	31.0	36,373
Santa Cruz, CA	31.0	33,294
New Haven-Waterbury-Meriden, CT	30.3	34,699
Los Angeles-Long Beach, CA	30.3	32,976
Joliet, IL	29.7	37,403
U.S. Total	**21.5%**	**$27,912**

SOURCE: Sales & Marketing Management; *1991 Survey of Buying Power.*

shown to have a Performance Index of 118, which means that it is already above average in terms of its share of national sales. But a review of the territory's actual geographic boundaries reveals that—in addition to the Washington, DC, metro area—it also includes several counties in Virginia (Fauquier, Culpepper, Orange, Spotsylvania, Caroline, and King George) that are not part of the metro, some of which (Orange and Caroline) recorded no sales at all last year. In addition, since there are a number of cities in Virginia that are considered independent counties, the city of Fredericksburg must also be added to the territory. What this means is that custom BPIs for these outlying counties must also be calculated (even though some did not contribute to overall sales) and added to that of Washington, which results in a total BPI of 2.5337, with the Performance Index changing to a more modest 101.

As you can see, setting a quota for the Washington, DC, territory meant looking at the *total* geographic area, not just at the core metro where sales are the highest.

Finally, setting sales quotas also means assigning each part of a territory its rightful share of the total selling effort. If the index for a particular area proves to be below par (under 100), then it must be brought up to its proper level of performance via a carefully planned annual increase that does not overstate reality. Remember, to expect such a change to occur in the course of a single year might be asking more of your salespeople than they can legitimately handle.

D. Territory Analysis

Sales territories are all too often designated according to historical record rather than by an objective analysis of potential or performance. Through the use of *Survey* data, however, man-

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agement is afforded the opportunity to undertake an objective process that identifies and meets territorial needs.

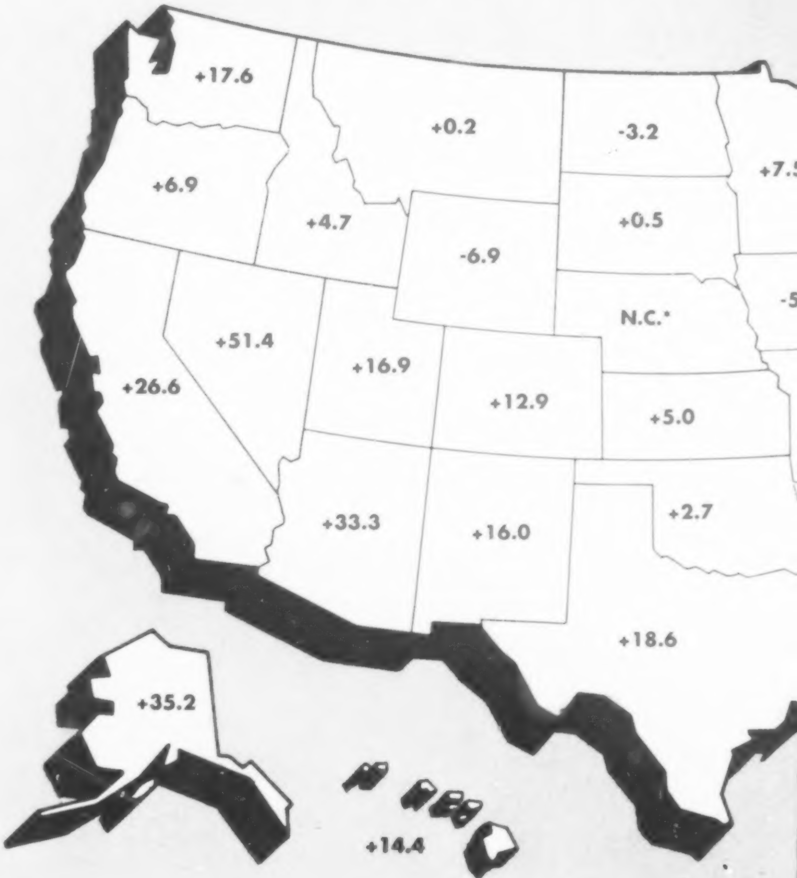
The first step is to utilize the aforementioned method of measuring territories for their sales potential. Ideally, all territories should have approximately the same collective BPI, either regular or custom.

One of the functions of management is to know whether there is a major buying office in a particular territory, and if this is the case, that factor needs to become part of the BPI equation for that territory (as well as for any surrounding territories).

Say you're the sales manager for a new product line being introduced by an existing company. The line consists of men's clothing, and up to this point, your company was selling only women's clothing. Since you'll be starting from scratch with a separate sales force, you'll first need to establish your sales territories. Your initial budget allows for the hiring of 12 salespeople, and with this in mind, you now need to decide where your territory boundaries should be drawn for the best possible coverage.

In the October *Survey of Media Markets* (formerly known as the *Survey of Buying Power-Part II*), you'll find metro market rankings for Men's and Boys' Clothing sales, which should help you identify the top markets for your initial effort. By creating a custom BPI for your product, you can then identify the size of the territory you'll want covered by each individual salesperson. By doing this, you'll eliminate the necessity for cutting back on territories later on, while at the same time getting the maximum effort from each of your salespeople, since they'll be concentrating on an achievable, workable territory that has been efficiently planned.

A DECADE OF CHANGE: 1980-1990 PO



N.C.–NO CHANGE

SOURCE: ©Sales & Marketing Management; 1991 Survey of Buying Power.

MARKETING APPLICATIONS

A. Measuring Market Potential

In order to make the most efficient use of the *Survey of Buying Power* in a marketing situation, the first thing you need to do is identify your markets and territories in a manner that's consistent with the *Survey*'s geography. Markets can be identified at a number of different levels—regions, states, metros, counties, or even cities with populations of 40,000 or more.

In addition to this, company sales records should be structured in such a way as to provide information that can be used to measure market potential. In other words, your internal data must conform to one or more of the above-mentioned geographic configurations.

Having acquired such information, the *Survey* can be used to measure potential by following a simple five-step procedure:

1. Identify a particular geographic segment.

2. Identify the industry/product sales for that market through the use of a standard or custom BPI (BPI ÷ total U.S. sales).

3. Identify your actual sales in that market.

4. Calculate your share of market by dividing item No. 2 by item No. 3.

5. Identify the potential for a particular market by multiplying total sales by the market's BPI.

With this figure now in hand, divide it into your actual sales for the market, which will produce an index of market performance. An index figure of 100 is considered par. If the figure is greater than 100, this means that a market is performing above its potential. If it's less than 100, this indicates below-average performance. For example, an index figure of 80 means that a market is performing at 20% below par or potential.

In a nutshell, here's how it works: You're a manufacturer of men's dress shirts. Retail volume for the industry as a whole is $2 billion, nationwide. Your

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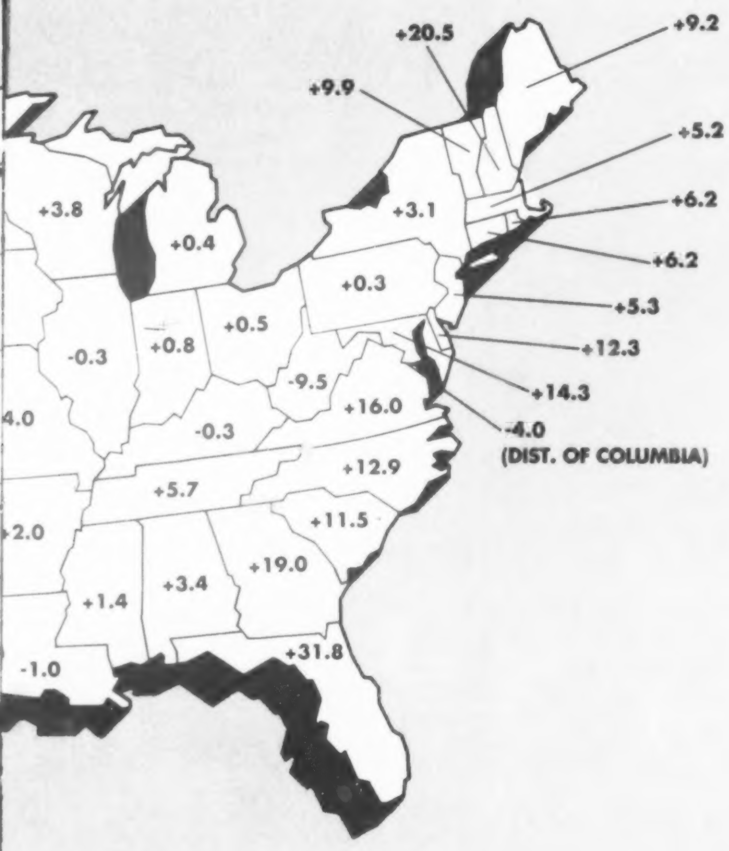
ATION GROWTH BY PERCENTAGE



company sales are $140 million, or 7% of the market in terms of dollar volume. In the Indianapolis metro, your sales are $542,300. The custom BPI for this market is .3303.

The first thing you want to do is find out what the estimated industry sales for Indianapolis should be. Here, you multiply the BPI by total industry sales (.3303 x $2 billion = $6,606,000). Next, your basic potential in this market is calculated by multiplying your company's total sales ($140 million) by the custom BPI for Indianapolis (.3303), which equals $462,420. The final step then involves the construction of a Performance Index (PI), taking actual market sales ($542,000) and dividing it by potential sales ($462,420), which equals 117, indicating that sales in this market are 17% above the estimated potential. Using actual sales would yield an 8.2% market share.

B. Developing Marketing Strategies and Distribution Channels

As a manufacturer of a medium-priced single lens reflex (SLR) camera, let's assume that you've defined your core customer base as the 25-49-year-old age bracket—those with household incomes of $35,000 or more. In addition, because this camera is easy to operate and carries a competitive price point, it's going to be sold in general merchandise stores (department stores and discount stores), as well as in camera shops—a major departure from your previous marketing strategy.

This decision was based on test marketing that showed that sales in general merchandise stores should easily surpass those in camera shops, and since access to camera stores used to be the primary distribution-related component in your custom BPI, changes need to be made that reflect this shift in distribution.

In the past, dependency on camera stores as a main channel of distribution necessitated a national advertising campaign, and as part of the review of this strategy, a list of targeted markets and their combined coverage needs to be produced to see if this will still be necessary.

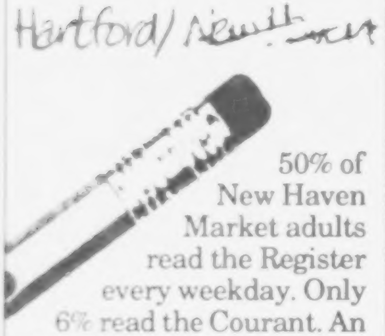
The first step involves searching out key concentrations of consumers that fit the aforementioned age and income profiles and then producing a new custom BPI based on general merchandise store sales as the distribution component. This results in the following list of metros, ranked by their new custom BPIs (which have been approximated for this example):

Metro	**Custom BPI**
San Jose, CA	10.92
Washington, DC	8.96
Brazoria, TX	7.08
Anchorage, AK	5.95
San Francisco, CA	5.82
Seattle, WA	4.36
Denver, CO	4.11
Atlanta, GA	4.02
Houston, TX	3.92
Dallas, TX	3.38
10-Market Total	**58.52**

What you find is that more than half your potential market is concentrated in these 10 metros, and when you add in the BPIs for the next 10 markets, coverage is increased to just under 75%. This means that advertising can now be concentrated within these markets without conducting a blanket campaign.

Targeted sales for the coming year have been set at 200,000 units, and by using the custom BPI you've constructed, you can easily see what share of sales each market will comprise. In addition, these figures can be checked by looking at the metro-market rankings of general merchandise store sales in Section B to see how the targeted metros compare with these listings, a procedure that can also be used with rankings for population, EBI, total retail sales, and the general Buying Power Index. ►

Hartford/New Haven without the Register looks like this:



50% of New Haven Market adults read the Register every weekday. Only 6% read the Courant. An ADI buy isn't complete without the Register.

For details, call Tom Foley at (203) 789-5407 or Sawyer-Ferguson-Walker.

New Haven Register

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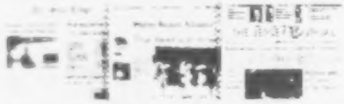

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SURVEY HIGHLIGHT

Percentage of Black Population in the Nation's 50 Largest Metros

Metro	Black Population	Black Pop. (Thous.)
Memphis, TN	41.7%	403.1
New Orleans, LA	35.0	433.3
New York, NY	29.5	2,535.6
Norfolk-Virginia Beach-Newport News, VA	28.7	407.0
Washington, DC	26.8	1,067.5
Atlanta, GA	26.2	762.6
Baltimore, MD	25.9	622.9
Newark, NJ	23.8	433.7
Detroit, MI	21.7	952.0
Chicago, IL	22.3	1,352.6
Miami-Hialeah, FL	20.9	410.6
Charlotte-Gastonia-Rock Hill, NC-SC	20.0	236.1
Philadelphia, PA	19.7	961.3
Cleveland, OH	19.6	358.0
Houston, TX	19.0	632.0
St. Louis, MO	17.3	425.1
Dallas, TX	16.5	429.6
Fort Lauderdale-Hollywood- Pompano Beach, FL	15.8	201.4
Nashville, TN	15.5	153.9
Oakland, CA	14.9	314.2
Milwaukee, WI	14.1	202.6
Indianapolis, IN	13.8	174.0
Cincinnati, OH	13.2	191.9
Kansas City, MO-KS	12.9	203.9
Orlando, FL	12.6	138.7
Columbus, OH	12.0	167.3
Los Angeles-Long Beach, CA	11.9	1,070.2
Fort Worth-Arlington, TX	11.0	150.3
Rochester, NY	9.7	97.7
Hartford-New Britain-Middletown- Bristol, CT	9.2	104.1
Bergen-Passaic, NJ	9.1	116.0
Tampa-St. Petersburg-Clearwater, FL	9.0	190.2
Pittsburgh, PA	8.2	168.7
Nassau-Suffolk, NY	7.7	200.7
San Francisco, CA	7.7	124.9
Riverside-San Bernardino, CA	7.4	200.5
Middlesex-Somerset-Hunterdon, NJ	7.3	75.1
Sacramento, CA	7.1	108.8
San Antonio, TX	7.0	92.3
Boston-Lawrence-Salem-Lowell-Brockton, MA	6.8	256.6
San Diego, CA	6.8	173.8
Denver, CO	6.1	99.9
Monmouth-Ocean, NJ	6.0	61.0
Seattle, WA	4.2	83.9
San Jose, CA	4.0	60.1
Minneapolis-St. Paul, MN	3.8	94.0
Phoenix, AZ	3.7	79.9
Portland, OR	3.2	39.7
Anaheim-Santa Ana, CA	1.9	46.3
Salt Lake City-Ogden, UT	1.0	11.2

SOURCE: *Sales & Marketing Management; 1991 Survey of Buying Power.*

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SURVEY HIGHLIGHT

Percentage of Hispanic Population in the Nation's 50 Largest Metros

Metro	% Hispanic Population	Hispanic Pop. (Thous.)
Miami-Hialeah, FL	50.0%	982.6
San Antonio, TX	47.8	633.0
Los Angeles-Long Beach, CA	38.4	3,447.9
Riverside-San Bernardino, CA	26.8	731.3
Anaheim-Santa Ana, CA	23.9	586.8
New York, NY	22.4	1,927.6
Houston, TX	21.8	727.5
San Jose, CA	21.2	321.2
San Diego, CA	20.8	532.0
Phoenix, AZ	16.4	356.8
San Francisco, CA	14.8	238.3
Dallas, TX	14.7	383.9
Oakland, CA	13.2	280.2
Denver, CO	13.1	214.1
Chicago, IL	12.4	751.5
Bergen-Passaic, NJ	11.9	152.1
Sacramento, CA	11.7	178.9
Fort Worth-Arlington, TX	11.5	156.2
Newark, NJ	10.6	193.0
Orlando, FL	9.2	102.1
Fort Lauderdale-Hollywood- Pompano Beach, FL	8.9	114.0
Middlesex-Somerset- Hunterdon, NJ	7.2	74.2
Hartford-New Britain- Middletown-Bristol, CT	7.0	79.2
Tampa-St. Petersburg-Clearwater, FL	6.8	144.4
Nassau-Suffolk,NY	6.5	170.4
Washington, DC	5.9	235.3
Salt Lake City-Ogden, UT	5.8	63.2
Cincinnati, OH	5.4	7.9
Boston-Lawrence-Salem-Lowell-Brockton, MA	5.1	93.7
New Orleans, LA	4.3	53.4
Monmouth-Ocean, N	3.8	37.7
Philadelphia, PA	3.7	179.0
Milwaukee, WI	3.7	52.6
Portland, OR	3.7	45.7
Rochester, NY	3.2	32.1
Kansas City, MO-KS	2.9	46.3
Seattle, WA	2.8	56.9
Norfolk-Virginia Beach- Newport News, VA	2.4	33.4
Atlanta, GA	2.1	60.3
Detroit, MI	2.0	86.4
Cleveland, OH	1.9	34.5
Minneapolis-St. Paul, MN	1.5	38.7
Baltimore, MD	1.3	30.9
St. Louis, MO	1.1	26.4
Indianapolis, IN	0.9	11.3
Charlotte-Gastonia-Rock Hill, NC-SC	0.9	11.0
Columbus, OH	0.8	11.6
Memphis, TN	0.8	8.0
Nashville, TN	0.8	7.8
Pittsburgh, PA	0.6	11.8

SOURCE: *Sales & Marketing Management; 1991 Survey of Buying Power.*

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SURVEY HIGHLIGHT

For Richer or for Poorer: Median Household Effective Buying Income for the Top 10...

Metro	1990 Median Household EBI
Nassau-Suffolk, NY	$49,494
Middlesex-Somerset-Hunterdon, NJ	48,591
San Jose, CA	45,662
Bergen-Passaic, NJ	44,360
Bridgeport-Stamford-Norwalk-Danbury, CT	43,866
Trenton, NJ	43,186
Washington, DC	42,929
Lake County, IL	41,617
Anaheim-Santa Ana, CA	41,179
Oxnard-Ventura, CA	40,320

...and the Bottom 10 Metros

Metro	1990 Median Household EBI
Monroe, LA	$20,020
Panama City, FL	19,920
Ocala, FL	19,616
Yuma, AZ	18,485
Gadsden, AL	18,290
Las Cruces, NM	18,273
Brownsville-Harlingen, TX	17,320
Jacksonville, NC	17,221
McAllen-Edinburg-Mission, TX	16,224
Laredo, TX	15,915

SOURCE: *Sales & Marketing Management; 1991 Survey of Buying Power.*

C. Evaluating New Product Potential

Say your company has created a new product that is aimed at lower-income consumers. All of your previous experience has been with the affluent market, and this is a relatively unknown world to you. How do you define and reach this new category of buyers? Using the *Survey of Buying Power*, you can put together a strategy that will help you identify consumers that fit your particular profile, locating markets with high concentrations of households having Effective Buying Incomes (EBIs) between $10,000 and $19,999. Once this has been done, you can establish age and distribution criteria that will help you construct a custom BPI for your product.

After laying the basic groundwork, you can then assign specific goals to your sales personnel in preselected sales areas that encompass the highest concentrations of potential customers with the characteristics you seek. This will allow you to establish, with solid objectivity, maximum sales goals in these market areas, knowing in advance that they represent an optimum concentration of the best potential customers for your new product.

For example, let's say you're currently selling a top-of-the-line, quality raincoat. Your market is secure, but it's been somewhat limited by the product's premium price. Therefore, you've decided to introduce a lower-priced "knockoff" version of the raincoat, designed to appeal to the same age segment as your premium-priced model but aimed at consumers with smaller household incomes.

The first thing you need to do is use your own internal data to identify those markets where raincoats will sell best. Remember; Los Angeles may be one of the biggest markets in the country in terms of size and spending power, but raincoats aren't going to be a particularly hot item in L.A. Here, your own savvy and sales history will tell you which markets are best.

What the *Survey* will then allow you to do is compare demographic and socioeconomic information on your potential customers on a market-by-market basis. If New York is currently the top market for your premium-priced product—your primary target being consumers with household incomes of $35,000 or above—then this market will grow substantially when you add the $10,000-to-$34,999 categories.

If part of your evaluation of new product potential includes a controlled market test, this same technique will allow you to identify areas that conform to your profile of the ideal product/customer relationship and will also let you implement controlled testing in these additional markets. You will then be able to compare the results of these market/product associations at the end of the test period, and by using the data from the *Survey*, the results will be both accurate and projectable.

ADVERTISING APPLICATIONS

A. Test Market Selection

One of the most valuable aspects of the *Survey of Buying Power* is its usefulness in selecting test markets. Unfortunately, most marketers have a tendency to stick to test markets that have been used previously, or those that are famous as test markets (i.e., "How will it play in Peoria?"). Using the demographic, economic, and distribution-related data in the *Survey*, however, markets with similar characteristics can be identified and categorized according to a wide range of test-marketing purposes.

Similarities in total population, age groups, households, and income can all be used as relative indicators, as we can see in the following example, which groups four markets with roughly the same populations:

Metro	Population
Sacramento, CA	1,523,300
Milwaukee, WI	1,436,800
Columbus, OH	1,353,500
San Antonio, TX	1,321,000

Comparisons can also be made using such specialized measurements as median household EBI or the Buying Power Index. Under this magnifying glass, our four examples would look like this:

Metro	Median Household EBI	BPI
Sacramento	$31,903	.6556
Milwaukee	33,549	.6239
Columbus	27,185	.5542
San Antonio	23,865	.4723

SURVEY HIGHLIGHT

How to Construct a Custom BPI

Sales & Marketing Management's patented Buying Power Index, or BPI, has been a part of the *Survey of Buying Power* for more than 30 years, providing marketers with a standardized measurement of the relative buying power of states, metros, counties, and cities. The BPI listed in the *Survey*'s data sections is a general indicator constructed from data on total population, total Effective Buying Income (EBI), and total retail sales—the three basic categories of statistics covered by the *Survey.*

For those who need to define their markets more specifically, however, it is possible to construct a customized version of the BPI, using any of the subclassifications of statistics in the *Survey*'s three basic data fields. By selecting a Demographic component (population), an Economic component (income), and a Distribution component (retail sales), you can use the formula outlined below to convert data from individual markets into a custom BPI for your product or service.

For our purposes, we will label these three BPI components as follows: Demographic = **A**; Economic = **B**; and Distribution = **C**. Looking at each of these areas individually, here's how you might go about selecting them:

A: Demographic - First of all, you'll need to isolate the population or household-related factor that best describes your "ideal" consumer. For example, if you're selling video games, the 18-and-under age segment is a better indicator of market potential than total population. On the other hand, if your product is media-oriented (magazines, mail-order catalogs, etc.), you may want to use household counts as your demographic component.

B: Economic - The next step involves selecting the income group(s) best suited to your product. Here, the *Survey* offers you five basic ranges of household incomes, and you can easily combine two or more groups to achieve a broader spectrum of potential. For example, if you're selling a premium-priced product, you might select households with incomes of $35,000 and above.

C: Distribution - Isolating a particular store group that parallels your preferred channel of distribution is the final step in the preliminary selection process. If you're selling beer, for example, you may want to combine Eating & Drinking Place sales and Food Store sales, since these are the two largest markets for your product. On the other hand, if you're selling shampoo, Drugstores and General Merchandise stores (which includes department stores and discount stores) would be a better distribution-related indicator.

Once these three factors have been selected, you can then compute your custom BPI by following this simple four-step process:

Step 1 - For each market (region, state, metro, county, etc.), you'll first need to compare local activity to that for the U.S. as a whole, producing a ratio for each of the three BPI factors (**A-B-C**). In this example, the Demographic component (**A**) would be calculated as follows:

$$\frac{\text{Market's Pop. Under 18}}{\text{U.S. Pop. Under 18}} = X\%$$

Next, using households with EBIs of $35,000 and above as the Economic factor (**B**), we compare the market with the appropriate U.S. total:

$$\frac{\text{Market's Hshlds. w/EBIs \$35,000+}}{\text{U.S. Hshlds. w/EBIs \$35,000+}} = Y\%$$

And finally, we calculate the Distribution component (**C**) by constructing a ratio of local Food Store sales to U.S. Food Store sales:

$$\frac{\text{Market's Food Store Sales}}{\text{U.S. Food Store Sales}} = Z\%$$

Step 2 - Armed with these percentages (X-Y-Z), we are now ready to assign weights to the demographic, economic, and distribution-related components, according to their perceived importance in the selling process. In all cases, the assigned weights should be expressed in decimals (50% = .5, 30% = .3, etc.).

Since income is often cited as the most important indicator of potential purchasing power, your weighting of these factors might look something like this:

Factor **A** (Demographic) - .2 (20%)
Factor **B** (Economic) - .5 (50%)
Factor **C** (Distribution) - .3 (30%)

Step 3 - Multiplying each component ratio (X-Y-Z) by its appropriate weight and adding the resulting totals will then give you the BPI for a particular market:

$$(.2 \times X\%) + (.5 \times Y\%) + (.3 \times Z\%) = \text{BPI}$$

The fractional figure you arrive at can then be used as a relative indicator to compare the potential buying power of this market to that for the U.S. as a whole (U.S. = 100.0000.)*

Step 4 - Repeat this same procedure for each targeted market, compiling a list of markets ranked according to their BPIs. If your particular product warrants the construction of a BPI with only two factors (or possibly four or five), remember that the same principles apply in terms of weighting the various components. In other words, the percentages should still total 100%, regardless of the number of BPI components.

Note:** ***If you're selling your product in a limited number of markets, you may want to substitute the combined total of these markets for the U.S. totals in your calculations. In such a case, your BPI of 100.0000 would represent the total of these markets only.

SURVEY HIGHLIGHT

Shoulder to Shoulder: Metros with the Highest Population Densities

Metro	Population Per Sq. Mile
Jersey City, NJ	11,976
New York, NY	7,511
Chicago, IL	3,227
Anaheim-Santa Ana, CA	3,107
Bergen-Passaic, NJ	3,047
Los Angeles-Long Beach, CA	2,209
Nassau-Suffolk, NY	2,186
San Francisco, CA	1,589
Boston-Lawrence-Salem-Lowell-Brockton, MA	1,555
Newark, NJ	1,495
Trenton, NJ	1,452
Oakland, CA	1,449
Honolulu, HI	1,404
Philadelphia, PA	1,390
New Haven-Waterbury-Meriden, CT	1,335
Bridgeport-Stamford-Norwalk-Danbury, CT	1,323
Cleveland, OH	1,208
Lake County, IL	1,176
San Jose, CA	1,172
Fort Lauderdale-Hollywood-Pompano Beach, FL	1,058
Miami-Hialeah, FL	1,010
Washington, DC	1,007
Middlesex-Somerset-Hunterdon, NJ	988
Milwaukee, WI	985
Detroit, MI	983

SOURCE: Sales & Marketing Management; *1991 Survey of Buying Power.*

In terms of population, Sacramento, Milwaukee, Columbus, and San Antonio are very nearly the same, ranking within seven places of each other nationally. When looked at in the second table, however, we see that they're separated by a wide margin in terms of household income, placing 50th, 31st, 158th, and 240th, respectively. On the other hand, BPI figures show them once again to be fairly similar, which only goes to show that each market can be clearly identified according to its differences and similarities, depending on which indicator(s) is deemed most important to its selection.

In addition, markets can be matched through the use of retail sales data on store groups or, in the case of the *Survey of Media Markets*, through merchandise line sales categories. The use of these data is indicated when raw population numbers are not necessarily relevant to the sales growth of a particular product. By utilizing appropriate clusters of retail sales statistics, you can match up any and all metro areas that sell approximately the same volume of product:

Metro	Per Household Retail Sales	Food Store Sales
Sacramento	$20,045	$2,309,094,000
Milwaukee	20,792	1,976,948,000
Columbus	19,961	1,700,547,000
San Antonio	19,960	2,069,362,000

Once again, it becomes clear that there are major differences within these four markets that would preclude them from being similar test markets for all products.

Since we've established that a particular combination of known demographic, economic, and distribution factors determine sales potential—regardless of the geography of the area in question—this means that you can construct a wide variety of test market universes by zeroing in on the specific characteristics that affect the rate of sales of your particular product.

Basically, you're no longer forced to choose test markets from someone else's list of metros. As a result, you can avoid any competitive testing that might skew your results and require reevaluation (assuming that you're fortunate enough to find out that such factors have affected your results in the first place).

By knowing with objective certainty the combination of available characteristics that will positively affect your sales, you can create your own test markets with a maximum amount of control, projectability, and dollar efficiency. When you come right down to it, there really isn't an "average" product, any more than there is an "average" test market, unless you happen to be the first one on your block to discover such a market. By the same token, if you're just another in a long line of users of a given test market, be aware that inordinate testing could eventually destroy the natural responsiveness of such a market—the very thing that made it valuable as a testing location in the first place.

B. Co-op Advertising Allocation

One of the biggest problems in the creation of a co-op advertising budget involves trying to define the approximate dollar amounts that should be targeted for certain markets. The main source of this dilemma is that most co-op allocations are based on after-the-fact sales volume figures, with a percentage of total sales then set aside for the co-op program.

Once again, the *Survey* can be used to identify sales potential by market area, which then makes it possible to allocate co-op dollars based on projected sales quotas rather than actual sales. In effect, you can then use these all-important ad dollars to help your salespeople

Let Us Hear from You

Most of the improvements and additions to the *Survey of Buying Power* are a direct result of the comments and suggestions we have received from our subscribers over the years. This 63rd edition confirms Sales & Marketing Management's commitment to provide the marketing and sales community with the information it needs to achieve greater sophistication and precision in analysis and planning.

Any questions, ideas, or suggestions you may have should be addressed to the Associate Editorial Director for Surveys, *Sales & Marketing Management*, 633 Third Ave., New York, NY 10017.

generate sales, rather than as a payment to dealers who have already made a commitment to buy.

In the following example, we'll look at a manufacturer of stereo components that sells, on the average, one unit for every 500 people between the ages of 25 and 34. In the state of Michigan, sales last year totaled only 2,983 units, even though the potential market in this age segment was 1,659,200, or 3,318 potential unit sales. With each unit carrying a price tag of $80, the actual accrual of co-op funds—based on a program base of 5%—was $11,932.

Based on market potential, however, sales should have totaled $265,440, and the 5% accrual would have generated $13,272 in co-op funds. By planning the program based on this potential rather than on actual sales, you can assist your salespeople in achieving their expected volume.

Through the construction of a custom BPI, you could use your anticipated national sales volume to identify the proper share of that figure that should be generated by all targeted markets or groups of territories, and then allocate co-op dollars to those markets to help them achieve their potential sales volume.

C. Media Allocations

Many consumer-goods manufacturers purchase TV, radio, magazine, and newspaper advertising for their products. Basically speaking, the greatest efficiency is achieved by reaching the most people with the least expense. This works well when the distribution of the product is widespread and if it appeals to a large segment of consumers.

However, if the product is a specialty item, a national advertising program that does not adequately reflect differences in market potential will only deliver audiences, not customers. The difference between the two is critical to sales success. The metro market ranking tables in Section B are provided so that key markets can be flagged and determinations made as to the best buy for a particular product.

Here again, the Buying Power Index is the ideal tool for allocating limited ad budgets in individual markets. If a market has a 6% share of potential, then a company should consider spending 6% of its budget in that market. Of course, there are some exceptions to this general rule, the main one being that some portions of the country are well developed in terms of sales, while others are still new and in need of constant attention. In cases like this, funds can be diverted from established markets to those that need expanding.

Another way this kind of situation can be handled is by creating two different ad funds, the first being a "sustaining" fund designed to maintain markets where sales are already established, and the second a "developmental" fund to assist the sales force in achieving maximum potential for underdeveloped markets. In both cases, clear goals of total sales should be written into the sales plan before any advertising monies are committed to markets.

D. Media Selection

More and more major corporations are taking advantage of the strategic benefits arising from the use of advertising techniques that localize expenditures on a market-by-market basis. Through the use of the *Survey*'s Buying Power Index, you can readily identify the sales volume of a given geographic area, which will enable you to relate this volume to your ad dollar investment.

Once a market's share of the advertising budget has been established, further use of *Survey* data can reveal the efficiency of using the various media (broadcast, print, etc.), according to the cost-per-thousand exposure to your targeted customers. In addition, if your product has specific demographics connected to it, you can adjust the basic cost-per-thousand to determine ad efficiency—based not on population but rather on concentrations of characteristics that define your primary prospects (age, income, households, etc.).

By using such data to rank markets that have the greatest numbers of key prospects, you'll be able to determine such things as whether national coverage is more efficient than local coverage. If TV advertising, for example, justifies its high cost on the basis of more exposure to your message, you can compare such coverage to a list of the top 50 markets for certain characteristics. In such cases, you might find that these top markets represent 75% or 80% of your total potential, and if this is so, nationwide coverage probably isn't justified.

In other cases, when you know that you're trying to reach a particular age group within a specific segment of high-income households, TV may turn out to be a less efficient medium for your message compared to alternatives such as cable or specialized publications that are aimed directly at your targeted customer.

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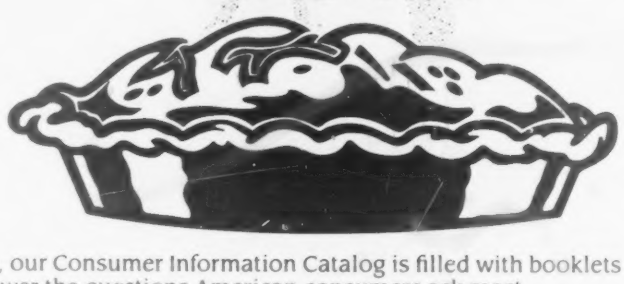

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SURVEY HIGHLIGHT

State and Regional Growth: 1980-1990

Region/State	1990 Pop. (Thous.)	1980 Pop. (Thous.)	% Change 1980-90	% of U.S. Pop. 1970	% of U.S. Pop. 1980	% of U.S. Pop. 1990
NEW ENGLAND	**13,285.7**	**12,386.1**	**+ 7.3%**	**5.78%**	**5.42%**	**5.36%**
Connecticut	3,301.1	3,109.0	+ 6.2	1.49	1.36	1.33
Maine	1,238.3	1,134.3	+ 9.2	.48	.50	.51
Massachusetts	6,042.2	5,741.1	+ 5.2	2.77	2.51	2.43
New Hampshire	1,127.2	935.5	+ 20.5	.35	.41	.45
Rhode Island	1,008.9	949.6	+ 6.2	.47	.42	.41
Vermont	568.0	516.6	+ 9.9	.22	.23	.23
MIDDLE ATLANTIC	**37,746.7**	**36,779.6**	**+2.6%**	**18.19%**	**16.10%**	**15.08%**
New Jersey	7,768.8	7,380.2	+5.3	3.54	3.23	3.03
New York	18,065.5	17,526.3	+3.1	8.91	7.67	7.19
Pennsylvania	11,912.4	11,873.1	+0.3	5.74	5.20	4.86
EAST NORTH CENTRAL	**42,105.4**	**41,800.9**	**+0.7%**	**19.76%**	**18.29%**	**16.86%**
Illinois	11,449.1	11,452.7	-0.3	5.45	5.01	4.54
Indiana	5,556.7	5,512.9	+0.8	2.55	2.41	2.23
Michigan	9,323.1	9,287.9	+0.4	4.38	4.06	3.70
Ohio	10,864.4	10,813.3	+0.5	5.23	4.73	4.41
Wisconsin	4,912.1	4,734.1	+3.8	2.15	2.07	1.97
WEST NORTH CENTRAL	**17,731.5**	**17,281.8**	**+2.6%**	**8.02%**	**7.56%**	**7.27%**
Iowa	2,770.3	2,942.8	-5.9	1.38	1.28	1.14
Kansas	2,491.1	2,374.9	+5.0	1.11	1.04	1.02
Minnesota	4,412.0	4,103.6	+7.5	1.86	1.80	1.79
Missouri	5,145.1	4,947.9	+4.0	2.31	2.17	2.13
Nebraska	1,579.4	1,579.6	N.C.	.73	.69	.65
North Dakota	636.2	657.1	-3.2	.30	.29	.26
South Dakota	697.4	694.2	+0.5	.32	.30	.28
SOUTH ATLANTIC	**44,186.1**	**37,481.6**	**+17.8%**	**15.14%**	**16.40%**	**18.06%**
Delaware	673.2	599.4	+12.3	.27	.26	.27
District of Columbia	604.2	628.5	-4.0	.37	.28	.27
Florida	13,218.8	10,026.0	+31.8	3.40	4.39	5.66
Georgia	6,586.6	5,536.4	+19.0	2.27	2.42	2.60
Maryland	4,843.7	4,236.8	+14.3	1.93	1.85	1.91
North Carolina	6,693.1	5,930.6	+12.9	2.50	2.60	2.74
South Carolina	3,521.1	3,157.7	+11.5	1.28	1.38	1.37
Virginia	6,265.1	5,399.0	+16.0	2.28	2.36	2.50
West Virginia	1,780.3	1,967.2	-9.5	.84	.86	.74
EAST SOUTH CENTRAL	**15,225.0**	**14,801.0**	**+5.7%**	**6.30%**	**6.48%**	**6.12%**
Alabama	4,056.1	3,921.9	+3.4	1.69	1.72	1.63
Kentucky	3,687.3	3,698.4	-0.3	1.58	1.62	1.49
Mississippi	2,575.3	2,540.2	+1.4	1.10	1.11	.98
Tennessee	4,906.3	4,640.5	+5.7	1.94	2.03	2.01
WEST SOUTH CENTRAL	**26,875.3**	**24,096.8**	**+11.5%**	**4.11%**	**5.09%**	**10.49%**
Arkansas	2,358.0	2,311.3	+2.0	.95	1.01	.96
Louisiana	4,206.7	4,251.2	-1.0	1.80	1.86	1.61
Oklahoma	3,143.0	3,059.5	+2.7	1.26	1.34	1.30
Texas	17,167.6	14,474.8	+18.6	5.56	6.33	6.62
MOUNTAIN	**13,834.0**	**11,692.5**	**+16.3%**	**4.11%**	**5.09%**	**5.50%**
Arizona	3,740.0	2,805.6	+33.3	.88	1.23	1.51
Colorado	3,321.1	2,940.4	+12.9	1.10	1.29	1.39
Idaho	1,009.4	963.9	+4.7	.35	.42	.39
Montana	797.2	795.3	+0.2	.34	.35	.33
Nevada	1,244.1	822.0	+51.4	.24	.36	.52
New Mexico	1,534.8	1,323.1	+16.0	.54	.58	.59
Utah	1,738.8	1,487.1	+16.9	.52	.66	.59
Wyoming	448.6	482.1	-6.9	.16	.21	.18
PACIFIC	**39,822.3**	**32,239.8**	**+23.5%**	**13.13%**	**14.11%**	**15.26%**
Alaska	554.5	410.2	+35.2	.15	.18	.21
California	30,353.0	23,979.8	+26.6	9.87	10.49	11.42
Hawaii	1,120.1	979.1	+14.4	.39	.43	.39
Oregon	2,863.5	2,678.4	+6.9	1.04	1.17	1.20
Washington	4,931.2	4,192.3	+17.6	1.68	1.83	2.05
TOTAL U.S.	**250,812.0**	**228,487.1**	**+9.7%**	**100.00%**	**100.00%**	**100.00%**

Note: Changes of less than 0.1% are expressed as N.C. (no change).

SOURCE: Sales & Marketing Management; *1991 Survey of Buying Power.*

DEFINITION OF TERMS IN THE SURVEY OF BUYING POWER

APPAREL AND ACCESSORY STORE SALES (SIC Major Group 56): This category includes sales for establishments primarily engaged in selling new clothing, shoes, hats, underwear, and related articles. It is a broadly inclusive group that—aside from men's and women's clothing and accessory stores—also encompasses children's and infants' wear stores, bridal shops, furriers, handbag stores, lingerie stores, custom tailors, and sports apparel stores. However, apparel and accessories sold in Department and General Merchandise stores are not included. Metro market rankings for this store group are shown in Section B.

AUTOMOTIVE DEALER SALES (SIC Major Group 55; excluding subgroup 554, Gasoline Service Stations): Included are retail outlets selling automobiles—new and used, domestic and imported. In addition to these categories, sales for auto and home supply stores (tire dealers and parts and accessories stores), boat dealers, recreational vehicle dealers, motorcycle dealers, and miscellaneous automotive dealers selling aircraft, dune buggies, snowmobiles, and utility trailers are also included.

AVERAGE HOUSEHOLD EBI: This figure from the Regional and State Summary of Effective Buying Income table in Section B is calculated by dividing the total number of households into total EBI for a given geographic area. Often used as an indicator of market quality, this figure can nonetheless be misleading, particularly in areas where there is a disproportionate share of college, military, or other institutional-style populations housed in group quarters. Since such quarters are not considered households, and because total EBI includes the incomes of these residents, a per-household average sometimes credits households with income that is not really theirs. (See Effective Buying Income and Median Household EBI.)

BLACK POPULATION: These figures are updated from the 1990 Census of Population and Housing and are basically head count estimates of persons who consider themselves members of the black race and who lived in the area at the end of that year. Estimated totals are as of 12/31/90. Metro market rankings for this category are shown in Section B.

BUILDING MATERIAL AND HARDWARE STORE SALES (SIC Major Group 52): Sales in this category include those from establishments primarily engaged in selling hardware, lumber, and other building materials; paint, glass, and wallpaper; lawn and garden supplies; and mobile homes, even if sales to contractors account for a larger proportion of all sales.

BUYING POWER INDEX (BPI): A weighted index that converts the Survey's three basic elements—population (the demographic factor), Effective Buying Income (the economic factor), and retail sales (the distribution factor)—into a measurement of a market's "ability to buy," expressing it as a percentage of the national total (100.0000%). The BPI is calculated by first producing a ratio of local population, income, and retail sales to the comparable U.S. totals, then assigning a weight of .5 to an area's income; .3 to retail sales; and .2 to population. These weights are then multiplied by the appropriate ratios and the resulting figures added together to produce the BPI for a state, metro, county, or city.

The BPI is one of the Survey's most important measures, used to estimate potential for mass-marketed items sold at popular prices.

NOTE: The further a product is removed from the mass market, the greater the need for a "custom" BPI calculated by using more finely tuned demographic, economic, and distribution-related factors. A more in-depth discussion of how to calculate a custom BPI can be found in the Survey Highlights in Section A.

CENTRAL CITY: A city whose name is included in the title of a metropolitan area or that fits the necessary population and employment criteria to qualify it as a central city. The name of an S&MM Metro Market includes the name of the largest city and the names of other area cities that meet this criteria, based on the definitions provided by the Office of Management and Budget. If no city qualifies as a central city, the market is named after its central counties (i.e., the Nassau-Suffolk, NY, metro market).

CITY: An aggregation of people and retail outlets with set corporate limits, within which city government—as an incorporated state agency—exercises legal authority. The *Survey of Buying Power* lists all U.S. cities that either 1) had a population of 40,000 or more at the time of the 1990 Census of Population; 2) are central cities of a metropolitan market; or 3) function independently of counties. (See Central City and/or Independent City.)

CONSOLIDATED METROPOLITAN STATISTICAL AREA (CMSA): The largest of the government's three-tiered classification of metro markets, a CMSA is a "megalopolitan" area made up of two or more component Primary Metropolitan Statistical Areas, or PMSAs.

NOTE: Although the *Survey of Buying Power* reports aggregate statistics for CMSAs in Section C, such markets are not included in the Metro Market Rankings in Section B, since they are made up of groups of existing metros (PMSAs) rather than counties. (See Metropolitan Statistical Area and Primary Metropolitan Statistical Area.)

COUNTY: The primary political administrative subdivision of a state, counties are widely used by marketers since 1) the most current available data below the state level is that reported for counties; 2) county boundaries are rarely altered; 3) complete national coverage can be achieved by aggregating all counties; 4) the nation's 3,139 county units provide the most easily manageable building blocks for designing sales territories; and 5) county boundaries are readily identifiable for mapping purposes.

The *1991 Survey of Buying Power* follows county boundaries as defined by the 1980 Census of Population, with the following exceptions: Cibola County, NM, was created from a portion of Valencia County in 1981; La Paz County, AZ, was created from a portion of Yuma County in 1982; Northwest Arctic Borough, AK, replaced the Kobuk Census Area in 1986; Aleutians East Borough, AK, was created from parts of the Dillingham and Aleutian Islands Census Areas in 1987; and Lake and Peninsula Borough, AK, was created from the Dillingham Census Area in 1989. Also, for the 1990 Census, the Aleutian Islands Census Area has been renamed Aleutians West.

NOTE: In the state of Louisiana, parishes are used in lieu of counties, and in Alaska, census areas and boroughs are utilized. The District of Columbia (Washington, DC) is treated as a single county, and in the state of Virginia, all cities are by law independent of counties, with the Survey treating them as separate county units. In addition, the cities of Baltimore, MD, St. Louis, MO, and Carson City, NV, are independent cities. (See Independent City.)

DRUGSTORE SALES (SIC Industry Group 591): A 3-digit subgroup of SIC 59—Miscellaneous Retail Stores. Totals here reflect sales from establishments engaged in the retail sale of prescription drugs, proprietary drugs, and nonprescription medicines. Stores in this category may also carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and sales include drugstores that also operate soda fountains or lunch counters.

EATING AND DRINKING PLACE SALES (SIC Major Group 58): Includes establishments selling prepared foods and drinks for consumption on the premises or for takeout, as well as lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Also included under Eating Places are caterers and institutional food services; concession stands at stadiums, amusement parks, and airports; fast-food restaurants and custard stands; and pizzerias, oyster bars, commissaries, and other miscellaneous eating establishments. Drinking Places include bars, beer gardens, cocktail lounges, discos serving alcoholic beverages, nightclubs, taprooms, wine bars, and other miscellaneous establishments.

EFFECTIVE BUYING INCOME (EBI): A classification developed exclusively by Sales & Marketing Management to distinguish it from other sources reporting income statistics, EBI is defined as personal income less personal tax and non-tax payments—a number often referred to as "disposable" or "after-tax" income.

Generally speaking, EBI is a bulk measurement of market potential indicating the ability to buy, and it is essential for selecting, comparing, and grouping markets on this basis. For products that appeal to more specific income classes, marketers should examine data showing the Percentage of Households by EBI Group and the Buying Power Index (BPI).

Personal income is the aggregate

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Deducted from this total are personal taxes (federal, state, and local), non-tax payments (fines, fees, penalties, etc.), and personal contributions to social insurance. According to U.S. government definitions, the resultant figure is commonly known as "disposable personal income."

FOOD STORE SALES (SIC Major Group 54): Retail stores primarily engaged in selling food for home preparation and consumption. Included in this category are grocery stores; meat and fish markets; fruit and vegetable markets; candy, nut, and confectionery stores; dairy products stores; bakeries; and miscellaneous food stores such as health food, coffee, spice, vitamin, and poultry stores.

NOTE: The Census of Retail Trade has informed us that in certain counties throughout the United States Food Store Sales figures have been revised, and the *1991 Survey of Buying Power* reflects these changes. The areas affected are as follows: Los Angeles, Monterey, and Orange, CA; Adams, Douglas, Mesa, and Teller, CO; Butts, De Kalb, Meriwether and Taylor, GA; Wayne, IL; Pulaski and Russell, KY; Iron and Menominee, MI; Clearwater, MN; Clay, Panola, Sunflower, and Yalobusha, MS; Pemiscot and Ripley, MO; Douglas, NE; Colfax, NM; Lenoir, Northampton, and Pitt, NC; Clay, Grayson, Knox, Laurel, McLean, Metcalfe, Muhlenberg, OH; Benton, Hardin, and Hickman, TN; Parker and Swisher, TX; Bennington, VT; Goochland, Lee, Louisa, and Scott, VA; McDowell and Wyoming, WV.

FURNITURE, HOME FURNISHING, AND APPLIANCE STORE SALES (SIC Major Group 57): Sales from a broad array of subgroups including furniture stores; floor covering stores (carpet, rug, and tile); drapery, curtain, and upholstery stores; home furnishing stores (bedding, china, cookware, lamps, pottery, venetian blinds, etc.); and household appliance stores (air conditioners, freezers, sinks, cabinets, stoves, refrigerators, and vacuum cleaners). Perhaps the most important subgroup, however, is that of radio, television, consumer electronics, and music stores, which includes computer and computer software stores as well as record and tape stores.

GASOLINE SERVICE STATION SALES (SIC Industry Group 554): This 3-digit subgroup of SIC Major Group 55—Automotive Dealers—is broken out separately due to its marginal relation to actual car and automotive accessory sales. It is defined as service stations primarily engaged in selling gasoline and oil, although these establishments frequently sell other merchandise such as tires, batteries, and parts, as well as engaging in minor repair work. Gas stations combined with other activities such as grocery stores, convenience stores, or car washes are classified according to their primary activity. Metro rankings for this store group are shown in Section B.

GENERAL MERCHANDISE STORE SALES (SIC Major Group 53): This category includes retail stores that sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, housewares, hardware, and food. Stores included in this group are department stores, limited-price variety stores, and miscellaneous general merchandise stores such as general stores and catalog showrooms, although catalog and mail-order operations are not included in this category.

HISPANIC POPULATION: These figures are updated from the 1990 Census of Population and Housing, comprising a head count of all persons who consider themselves of Spanish or Hispanic origin or descent. The largest subgroups in this category currently include Mexicans, Puerto Ricans, and Cubans, and it should be noted that persons of Hispanic origin may be of any race. Metro market rankings for this category are shown in Section B. Estimated totals are as of 12/31/90.

HOUSEHOLDS: A household consists of all the people occupying a single housing unit under the 1990 Census rules. A housing unit is defined as a house, an apartment, a group of rooms, or a single room. In addition, the members of a household need not be related, and a single person living alone in a housing unit is also considered a household.

Persons who are not counted as members of households include: those living in group quarters such as institutions, college dormitories, or military barracks; hospitals; and nursing homes.

NOTE: Although the total *population* of a given geographic area will include those residing in group quarters, *household* totals will not, which means that calculations of per-household income and retail sales may not adequately reflect an area's true residential makeup.

HOUSEHOLDS BY EBI GROUP: (See Percentage of Households by EBI Group.)

INDEPENDENT CITY: There are several cities in the U.S. that fall within the geographic boundaries of counties but are considered as separate entities by the Census Bureau. The *Survey of Buying Power* lists these independent cities as separate counties in the tables in Section C. With the exception of St. Louis City, MO, Baltimore City, MD, and Carson City, NV (which replaced Ormsby County), all independent cities are located in the state of Virginia.

MEDIAN AGE OF POPULATION: A calculation that divides the age distribution of the population into two equal groups, with one-half of the population older, and one-half younger, than the figure shown.

MEDIAN HOUSEHOLD EBI: This calculation takes the household distribution of Effective Buying Income, or EBI, and divides it into two equal groups, with half the households above, and half below, the resulting figure. S&MM prefers to use medians rather than averages for charting EBI, since they have proven to be a more reliable indicator of an area's income levels and are far less likely to be skewed by statistical oddities that adversely affect averages.

METROPOLITAN STATISTICAL AREA (MSA): According to the government's three-tiered system of metropolitan area definitions, an MSA is a geographic area with a large population nucleus, along with any adjacent communities that have a high degree of economic and social integration with that nucleus. The major purpose of this system—which also includes PMSAs and CMSAs—is to enable federal agencies to use the same geographic definitions when collecting and disseminating metro-area statistics. These definitions are reviewed every 10 years (as part of the decennial Census of Population), although metro areas are sometimes added to the government's listings between census years. However, any such additions have always been based on

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The metro area definitions in this year's *Survey of Buying Power* are based on the most recent revisions to this system, which were made just after the completion of the 1980 census. The most important change effected by these revisions was the elimination of the term Standard Metropolitan Statistical Area, or SMSA, which has been replaced by a two-tiered system of definition: Metropolitan Statistical Areas (MSAs) and Primary Metropolitan Statistical Areas (PMSAs). The third tier in the revised system—CMSAs, or Consolidated Metropolitan Statistical Areas—is virtually the same as the old SCSA (Standard Consolidated Statistical Area) designation, since both are made up of groups of metros rather than counties.

MSA and PMSA designations follow a set of standards prepared by the Federal Committee on MSAs, which advises the Census Bureau and the Office of Management and Budget (OMB) on metro area definitions. Under the 1980 revisions, an area can qualify as an MSA in one of two ways: 1) if it contains a city with a population of at least 50,000, or 2) if it contains an "urbanized" area of at least 50,000 and the total metro-area population is 100,000 or more. In addition to the county containing the central city, an MSA may include additional counties that have close economic and social ties to the core county.

MSAs and PMSAs are defined in terms of whole counties, except in the six New England states, where towns and cities are the standard units of definition due to the absence of county governments. In these states, the federal government's unofficial system of New England County Metropolitan Areas (NECMAs) is utilized by S&MM in order to ensure a uniform system of county-based geography.

An MSA with a population of more than 1 million may qualify for designation as a Primary Metropolitan Statistical Area (PMSA) if it is contiguous with at least one other such metro, with the resulting group of two or more PMSAs forming a consolidated area, or CMSA.

The S&MM Metro Market rankings in Section B ignore the distinctions between MSAs and PMSAs, grouping the two designations together in the interest of simplicity and consistency. And although aggregate data for CMSAs are included in Section C, they are not listed in the rankings in Section B, since they are by definition made up of groups of existing metros, while the geography of MSAs and PMSAs is uniformly county-based.

NOTE: In accordance with our policy that recognizes only those metros and metro counties that meet formal OMB population and urbanization criteria, *Survey of Buying Power* listings do not include recent metro-area changes effected through legislative means. Therefore, the newly created Decatur, AL, metro area is defined as being coextensive with Morgan County only (excluding Lawrence County), and the Wichita, KS, metro area has been redefined as Butler and Sedgwick counties, eliminating Harvey County, which was added through legislation in 1987.

NEW ENGLAND COUNTY METROPOLITAN AREA (NECMA): The U.S. Office of Information and Regulatory Affairs (OIRA), part of the government's Office of Management and Budget, uses this system to define metro areas in the six New England states by applying the same criteria used in establishing MSAs in other regions. (See Metropolitan Statistical Area.)

PER-CAPITA EBI: This figure, which appears in the Regional and State Summary of Effective Buying Income table in Section B, is an arithmetic average obtained by dividing total population into total EBI. It is used primarily to measure an area's spending power by eliminating the impact of population size. However, because total population includes residents of all age groups, such a figure assigns income to a sizable portion of the population that are not necessarily wage earners.

PER-HOUSEHOLD RETAIL SALES: This figure can be found in both the Regional and State Summary of Retail Sales table and a separate metro market ranking table in Section B. It shows retail sales by household, calculated by dividing total households into total retail sales. However, because household counts are directly assignable to a metro's geographic area and retail sales figures are not (due to local purchases by nonresidents), this number is not as effective an indicator of area purchasing power as is Median Household EBI or the Buying Power Index.

PERCENT OF U.S.: The share of total U.S. population, households, EBI, or retail sales accounted for by a given region, state, metro, county, or city. This figure shows the relative importance of an area's major demographic and socioeconomic factors.

PERCENTAGE OF HOUSEHOLDS BY EBI GROUP: These figures show the percentage of total households with Effective Buying Incomes in each of four different ranges. By adding the four percentages for a given metro, county, or city and subtracting the resulting total from 100%, the share of households with EBI under $10,000 can also be calculated. To convert the percentage figures to actual household counts, multiply the area's total households by the corresponding percentage. The Regional and State Summary of Effective Buying Income table in Section B shows actual household totals rather than percentages for these categories.

PERCENTAGE OF POPULATION BY AGE GROUP: These four age group breakouts correspond to the major life-cycle stages of the population. For example, the 18-to-24-year-old age group represents the average household-forming stage; 25-to-34-year-olds and 35-to-49-year-olds, the prime Baby Boom demographic; and the 50-and-over segment, the rapidly growing retirement market. The percentages shown reflect the share of total population accounted for by each group, and by adding the four percentages and subtracting from 100%, the share of total population under age 18 can also be calculated. The Regional and State Summary of Population table in Section B shows actual totals rather than percentages for these categories.

POPULATION: Updated from the Census Bureau's 1990 Census of Population and Housing, Total Population is a head count estimate of all people living in a given geographic area as of 12/31/90. It includes people living in group quarters, such as colleges, hospitals, institutions, and nursing homes, as well as armed forces personnel permanently assigned to the area.

POPULATION BY AGE GROUP: (See Percentage of Population by Age Group.)

POPULATION, BLACK: (See Black Population.)

POPULATION, HISPANIC: (See Hispanic Population.)

PRIMARY METROPOLITAN STATISTICAL AREA (PMSA): The second level in the government's three-tiered system of metro area definitions, PMSAs are characterized as metropolitan areas having a total population of 1 million or more, anchored by a large urbanized county or cluster of counties with strong internal economic and social links. By definition, PMSAs are the components of Consolidated Metropolitan Statistical Areas (CMSAs), which are made up of two or more contiguous PMSAs.

QUALITY INDEX (QI): This figure, which appears in the Regional and State Summary of Retail Sales table in Section B, is calculated by dividing a market's Buying Power Index (BPI) by its Percent of U.S. Population figure. A high index number reflects either above-average resident buying power or a strong influx of nonresident buyers, or both.

RETAIL SALES: (See Total Retail Sales.)

RETAIL SALES BY STORE GROUP: The *Survey of Buying Power* lists sales for six major store groups considered to be the primary channels of distribution for consumer goods in local markets. Store group sales represent the cumulative sales of all products and/or services handled by a particular store type, not just the product lines associated with the name of the store group. For example, Food stores sell a number of different merchandise lines—not just food—including things like personal care products, toiletries, nonprescription drugs, automotive supplies, etc.

S&MM METRO MARKET: (See Metropolitan Statistical Area.)

SALES ACTIVITY INDEX (SAI): This figure, which appears in the Regional and State Summary of Retail Sales table in Section B, is obtained by dividing an area's Percent of U.S. Population figure into its Percent of U.S. Retail Sales. Because the numerator (the market's share of retail sales) includes all sales made in the market, and the denominator (share of population) includes only the residents of the market, a high index figure may indicate a strong influx of nonresident purchasers.

SINGLE-PERSON HOUSEHOLDS: This ranking table in Section B shows metros ranked according to the number of household units occupied by a single person rather than two or more people. (See Households.)

SPANISH-ORIGIN POPULATION: (See Hispanic Population.)

STANDARD METROPOLITAN STATISTICAL AREA (SMSA): (See Metropolitan Statistical Area.)

SUBURBAN POPULATION: This ranking table in Section B shows the metro population, less the population of its central city. Because there is no formal definition of a suburb, the Census Bureau refers to this figure as "balance of area."

NOTE: In metros where there is no central city (such as New York's Nassau-Suffolk metro area), the suburban population is the same as that for the metro as a whole.

SUBURBAN TOTAL: Because suburbs are often the most important part of a local market, these totals are included at the end of each metro listing in Section C. The suburban total is calculated by deducting the central city population from that of the metro as a whole. In metros where there is no central city, the figures for suburban total and metro total are the same.

TOTAL POPULATION: (See Population.)

TOTAL RETAIL SALES: Total Retail Sales reflects net sales (minus refunds and allowances for returns) for all establishments primarily engaged in retail trade. Receipts from repairs and other services are also included, but retail sales by wholesalers and service establishments are not.

NOTE: Although retail sales are often used to gauge the purchasing power of the residents in a given market, they can also be affected by nonresident "pollution," that is, purchases made by people not residing within the boundaries of the geographic area in question.

Aggregate sales of the six major store groups shown in the *Survey* will not equal the Total Retail Sales figure for a given area, since this figure includes receipts from a number of additional store types not shown in these breakouts.

Retail sales totals in the *1991 Survey of Buying Power* are updated from 1987 Census of Retail Trade benchmarks. In accordance with Census Bureau policy, they no longer include: 1) sales taxes and other taxes collected from customers, and 2) carrying charges and/or credit charges.

Also, Total Retail Sales figures in this year's *Survey* reflect the inclusion of Census-based data for *non-employer retailers.* This information, which refers to retail stores with no paid employees, was not available when the 1987 Census of Retail Trade benchmark figures were originally incorporated into the *Survey.*

ALPHABETICAL LISTING OF S&MM METROPOLITAN MARKETS

These definitions are based on the most recent revisions announced by the federal government's Office of Management and Budget (OMB). The OMB designates individual markets as either Metropolitan Statistical Areas (MSAs) or Primary Metropolitan Statistical Areas (PMSAs), although the list here ignores these distinctions and groups the two categories together in the interest of simplicity and consistency, with the resulting markets labeled as "S&MM Metro Markets."

In accordance with our policy that recognizes only those metros and metro counties that meet formal OMB population and urbanization criteria, S&MM listings do not include recent metro-area changes effected through legislation. Therefore, the Decatur, AL, metro area, which was created in 1987, is defined as being coextensive with Morgan County *only* (excluding Lawrence County), and the Wichita, KS, metro area has been redefined as Butler and Sedgwick counties, eliminating Harvey County (which was added through legislation in 1987).

New England metros are defined under the OMB's system of NECMAs, or New England County Metropolitan Areas, since data for intercensal years are collected on that basis rather than at the city and town level (which conforms to the decennial Census of Population). This is for the benefit of marketers who use county-level geography to design sales territories and identify markets, and also because it provides a more uniform system relative to the other states and regions.

In the following listings, the metro area name appears in **boldface** type, with component counties shown in alphabetical order in lightface. An asterisk (*) denotes the county in a multi-county metro market where the central city is located. If more than one county has an asterisk, it is because that market has more than one central city, such as the Dayton-Springfield, OH, metro area, where both Clark and Montgomery counties are shown as being central city locations.

Entries in **BOLDFACE CAPS** show Consolidated Metropolitan Statistical Areas (CMSAs), which are actually groups of PMSAs that make up the larger "megalopolitan" areas such as the Chicago-Gary-Lake County CMSA. Here, the geographic components listed are the metro markets that make up a particular CMSA, and although aggregate data for these markets are included in Section C, consolidated areas are not listed in the metro market rankings in Section B, since they include only MSAs and PMSAs. For further explanations of the various metro-market designations, readers should consult the "Definition of Terms" in Section A.

Abilene, TX: Taylor
Akron, OH: Portage, Summit*
Albany, GA: Dougherty*, Lee
Albany - Schenectady - Troy, NY: Albany*, Greene, Montgomery, Rensselaer*, Saratoga, Schenectady*
Albuquerque, NM: Bernalillo
Alexandria, LA: Rapides
Allentown - Bethlehem - Easton, PA:
  New Jersey Portion: Warren
  Pennsylvania Portion: Carbon, Lehigh*, Northampton
Altoona, PA: Blair
Amarillo, TX: Potter*, Randall
Anaheim - Santa Ana, CA: Orange
Anchorage, AK: Anchorage
Anderson, IN: Madison
Anderson, SC: Anderson
Ann Arbor, MI: Washtenaw
Anniston, AL: Calhoun
Appleton - Oshkosh - Neenah, WI: Calumet, Outgamie*, Winnebago*
Asheville, NC: Buncombe
Ashland, KY (See Huntington-Ashland)
Athens, GA: Clarke*, Jackson, Madison, Oconee
Atlanta, GA: Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Forsyth, Fulton*, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding, Walton
Atlantic City, NJ: Atlantic, Cape May
Attleboro, MA (See New Bedford-Fall River-Attleboro)
Auburn, ME (See Lewiston-Auburn)
Augusta, GA:
  Georgia Portion: Columbia, McDuffie, Richmond*
  South Carolina Portion: Aiken
Aurora - Elgin, IL: Kane*, Kendall
Austin, TX: Hays, Travis*, Williamson*
Bakersfield, CA: Kern
Baltimore, MD: Anne Arundel, Baltimore, Baltimore City*, Carroll, Hartford, Howard, Queen Anne's
Bangor, ME: Penobscot
Baton Rouge, LA: Ascension, East Baton Rouge*, Livingston, West Baton Rouge
Battle Creek, MI: Calhoun
Bay City, MI (See Saginaw-Bay City-Midland)
Beaumont - Port Arthur, TX: Hardin, Jefferson*, Orange
Beaver County, PA: Beaver
Bellingham, WA: Whatcom
Beloit, WI (See Janesville-Beloit)
Benton Harbor, MI: Berrien
Bergen - Passaic, NJ: Bergen, Passaic*
Bethlehem, PA (See Allentown-Bethlehem)
Billings, MT: Yellowstone
Biloxi - Gulfport, MS: Hancock, Harrison*
Binghamton, NY: Broome*, Tioga
Birmingham, AL: Blount, Jefferson*, St. Clair, Shelby, Walker
Bismarck, ND: Burleigh*, Morton
Bloomington, IN: Monroe
Bloomington - Normal, IL: McLean
Boca Raton, FL (See West Palm Beach-Boca Raton-Delray Beach)
Boise, ID: Ada
Boston - Lawrence - Salem - Lowell - Brockton, MA: Essex*, Middlesex*, Norfolk, Plymouth* Suffolk*
Boulder - Longmont, CO: Boulder
Bradenton, FL: Manatee
Brazoria, TX: Brazoria
Bremerton, WA: Kitsap
Bridgeport - Stamford - Norwalk - Danbury, CT: Fairfield
Bridgeton, NJ (See Vineland-Milville-Bridgeton)

Bristol, CT (See Hartford-New Britain-Middletown-Bristol)
Bristol, TN (See Johnson City-Kingsport-Bristol)
Brockton, MA (See Boston-Lawrence-Salem-Lowell-Brockton)
Brownsville - Harlingen, TX: Cameron
Bryan - College Station, TX: Brazos
Buffalo, NY: Erie

BUFFALO - NIAGARA FALLS CONSOLIDATED AREA: Metro Areas: Buffalo, Niagara Falls

Burlington, NC: Alamance
Burlington, VT: Chittenden*, Grand Isle
Canton, OH: Carroll, Stark*
Casper, WY: Natrona
Cedar Falls, IA (See Waterloo-Cedar Falls)
Cedar Rapids, IA: Linn
Champaign - Urbana - Rantoul, Champaign
Charleston, SC: Berkeley, Charleston*, Dorchester
Charleston, WV: Kanawha*, Putnam
Charlotte - Gastonia - Rock Hill, NC-SC:
  North Carolina Portion: Cabarrus, Gaston*, Lincoln, Mecklenburg*, Rowan, Union
  South Carolina Portion: York*
Charlottesville, VA: Albermarle, Charlottesville*, Fluvanna, Greene
Chattanooga, TN:
  Georgia Portion: Catoosa, Dade, Walker
  Tennessee Portion: Hamilton*, Marion, Sequatchie
Cheyenne, WY: Laramie
Chicago, IL: Cook*, DuPage, McHenry

CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA: Metro Areas: Aurora-Elgin, Chicago, IL; Gary-Hammond, IN; Joliet, IL; Kenosha, WI; Lake County, IL

Chico, CA: Butte
Cincinnati, OH:
  Indiana Portion: Dearborn
  Kentucky Portion: Boone, Campbell, Kenton
  Ohio Portion: Clermont, Hamilton*, Warren

CINCINNATI - HAMILTON CONSOLIDATED AREA: Metro Areas: Cincinnati, Hamilton-Middletown, OH

Clarksville - Hopkinsville, TN-KY:
  Kentucky Portion: Christian*
  Tennessee Portion: Montgomery*
Clearwater, FL (See Tampa-St. Petersburg-Clearwater)
Cleveland, OH: Cuyahoga*, Geauga, Lake, Medina

CLEVELAND - AKRON - LORAIN - CONSOLIDATED AREA: Metro Areas: Akron, Cleveland, Lorain-Elyria, OH

College Station, TX (See Bryan-College Station)
Colorado Springs, CO: El Paso
Columbia, MO: Boone
Columbia, SC: Lexington, Richland*
Columbus, GA:
  Alabama Portion: Russell
  Georgia Portion: Chattahoochee, Muscogee*
Columbus, OH: Delaware, Fairfield, Franklin*, Licking, Madison, Pickaway, Union
Corpus Christi, TX: Nueces*, San Patricio
Cumberland, MD:
  Maryland Portion: Allegany*
  West Virginia Portion: Mineral
Dallas, TX: Collin, Dallas*, Denton, Ellis, Kaufman, Rockwall

DALLAS - FORT WORTH - CONSOLIDATED AREA: Metro Areas: Dallas, Fort Worth-Arlington, TX

Danbury, CT (See Bridgeport-Stamford-Norwalk-Danbury)
Danville, VA: Danville*, Pittsylvania
Davenport - Rock Island - Moline, IL-IA:
  Illinois Portion: Henry, Rock Island*
  Iowa Portion: Scott*
Dayton - Springfield, OH: Clark*, Greene, Miami, Montgomery*
Daytona Beach, FL: Volusia
Decatur, AL: Morgan
Decatur, IL: Macon
Delray Beach, FL (See West Palm Beach-Boca Raton-Delray Beach)
Denison, TX (See Sherman-Denison)
Denver, CO: Adams, Arapahoe, Denver*, Douglas, Jefferson

DENVER - BOULDER CONSOLIDATED AREA: Metro Areas. Boulder-Longmont, Denver, CO

Des Moines, IA: Dallas, Polk*, Warren
Detroit, MI: Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, Wayne*

DETROIT - ANN ARBOR - CONSOLIDATED AREA: Metro Areas: Ann Arbor, Detroit, MI

Dothan, AL: Dale, Houston*
Dubuque, IA: Dubuque
Duluth, MN:
  Minnesota Portion: St. Louis*
  Wisconsin Portion: Douglas
Durham, NC (See Raleigh-Durham)
East Lansing, MI (See Lansing-East Lansing)
Eau Claire, WI: Chippewa, Eau Claire*
Edinburg, TX (See McAllen-Edinburg-Mission)
El Paso, TX: El Paso
Elgin, IL (See Aurora-Elgin)
Elkhart-Goshen, IN: Elkhart
Elmira, NY: Chemung
Elyria, OH (See Lorain-Elyria)
Enid, OK: Garfield
Erie, PA: Erie
Eugene - Springfield, OR: Lane
Evansville, IN:
  Indiana Portion: Posey, Vanderburg*, Warrick
  Kentucky Portion: Henderson*
Fairfield, CA (See Vallejo-Fairfield-Napa)
Fall River, MA (See New Bedford-Fall River-Attleboro)
Fargo - Moorhead, ND-MN:
  Minnestoa Portion: Clay*
  North Dakota Portion: Cass*
Fayetteville, NC: Cumberland
Fayetteville - Springdale, AR: Washington
Fitchburg, MA (See Worcester-Fitchburg-Leominster)
Flint, MI: Genesee
Florence, AL: Colbert, Lauderdale*
Florence, SC: Florence
Fort Colllins - Loveland, CO: Larimer
Fort Lauderdale - Hollywood - Pompono Beach, FL: Broward
Fort Myers - Cape Coral, FL: Lee
Fort Pierce, FL: Martin, St. Lucie*
Fort Smith, AR:
  Arkansas Portion: Crawford, Sebastian*
  Oklahoma Portion: Sequoyah
Fort Walton Beach, FL: Okaloosa
Fort Wayne, IN: Allen*, De Kalb, Whitley
Fort Worth - Arlington, TX: Johnson, Parker, Tarrant*
Fresno, CA: Fresno
Gadsden, AL: Etowah
Gainesville, FL: Alachua*, Bradford
Galveston - Texas City, TX: Galveston
Gary - Hammond, IN: Lake*, Porter
Gastonia, NC (See Charlotte-Gastonia-Rock Hill)
Glens Falls, NY: Warren*, Washington
Goshen, IN (See Elkhart-Goshen)
Grand Forks, ND: Grand Forks
Grand Rapids, MI: Kent*, Ottawa
Great Falls, MT: Cascade
Greeley, CO: Weld
Green Bay, WI: Brown
Greensboro - Winston-Salem - High Point, NC: Davidson, Davie, Forsyth*, Guilford*, Randolph, Stokes, Yadkin
Greenville - Spartanburg, SC: Greenville*, Pickens, Spartanburg
Gulfport, MS (See Biloxi-Gulfport)
Hagerstown, MD: Washington
Hamilton - Middletown, OH: Butler
Hammond, IN (See Gary-Hammond)
Harlingen, TX (See Brownsville-Harlingen)
Harrisburg - Lebanon - Carlisle, PA: Cumberland, Dauphin*, Lebanon*, Perry
Hartford - New Britain - Middletown-Bristol, CT: Hartford*, Middlesex, Tolland
Hickory - Morganton, NC: Alexander, Burke*, Catawba*
High Point, NC (See Greensboro-Winston-Salem-High Point)
Hollywood, FL (See Fort Lauderdale-Hollywood-Pompano Beach)
Honolulu, HI: Honolulu
Hopkinsville, TN (See Clarksville-Hopkinsville)
Houma - Thibodaux, LA: Lafourche*, Terrebonne
Houston, TX: Fort Bend, Harris*, Liberty, Montgomery, Waller

HOUSTON - GALVESTON - CONSOLIDATED AREA: Metro Areas: Brazoria, Galveston-Texas City, Houston, TX

Huntington - Ashland, WV-KY:
  Kentucky Portion: Boyd*, Carter, Greenup
  Ohio Portion: Lawrence
  West Virginia Portion: Cabell*, Wayne
Huntsville, AL: Madison
Indianapolis, IN: Boone, Hamilton, Hancock, Hendricks, Johnson, Marion*, Morgan, Shelby
Iowa City, IA: Johnson
Jackson, MI: Jackson
Jackson, MS: Hinds*, Madison, Rankin
Jackson, TN: Madison
Jacksonville, FL: Clay, Duval*, Nassau, St. Johns
Jacksonville, NC: Onslow
Jamestown - Dunkirk, NY: Chautauqua

Janesville - Beloit, WI: Rock
Jersey City, NJ: Hudson
Johnson City - Kingsport - Bristol, TN-VA:
Tennessee Portion: Carter, Hawkins, Sullivan*, Unicoi, Washington*
Virginia Portion: Bristol*, Scott, Washington
Johnstown, PA: Cambria*, Somerset
Joliet, IL: Grundy, Will
Joplin, MO: Jasper*, Newton
Kalamazoo, MI: Kalamazoo
Kankakee, IL: Kankakee
Kansas City, MO-KS:
Kansas Portion: Johnson, Leavenworth, Miami, Wyandotte*
Missouri Portion: Cass, Clay, Jackson*, Lafayette, Platte, Ray
Kennewick, WA (See Richland-Kennewick-Pasco)
Kenosha, WI: Kenosha
Killeen - Temple, TX: Bell*, Coryell
Kingsport, TN (See Johnson City-Kingsport-Bristol)
Knoxville, TN: Anderson, Blount, Grainger, Jefferson, Knox*, Sevier, Union
Kokomo, IN: Howard*, Tipton
La Crosse, WI: La Crosse
Lafayette - West Lafayette, IN: Tippecanoe
Lafayette, LA: Lafayette, St. Martin
Lake Charles, LA: Calcasieu
Lake County, IL: Lake
Lakeland - Winter Haven, FL: Polk
Lancaster, PA: Lancaster
Lansing - East Lansing, MI: Clinton, Eaton, Ingham*
Laredo, TX: Webb
Las Cruces, NM: Dona Ana
Las Vegas, NV: Clark
Lawrence, KS: Douglas
Lawrence, MA (See Boston-Lawrence-Salem-Lowell-Brockton)
Lawton, OK: Comanche
Leominster, MA (See Worcester-Fitchburg-Leominster)
Lewiston - Auburn, ME: Androscoggin
Lexington - Fayette, KY: Bourbon, Clark, Fayette*, Jessamine, Scott, Woodford
Lima, OH: Allen*, Auglaize
Lincoln, NE: Lancaster
Little Rock - North Little Rock, AR: Faulkner, Lonoke, Pulaski, Saline
Lompoc, CA (See Santa Barbara-Santa Maria-Lompoc)
Long Beach, CA (See Los Angeles-Long Beach)
Longmont, CO (See Boulder-Longmont)
Longview - Marshall, TX: Gregg*, Harrison*
Lorain - Elyria, OH: Lorain
Los Angeles - Long Beach, CA: Los Angeles

LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA: Metro Areas: Anaheim-Santa Ana, Los Angeles-Long Beach, Oxnard-Ventura, Riverside-San Bernadino, CA

Louisville, KY:
Indiana Portion: Clark, Floyd, Harrison
Kentucky Portion: Bullitt, Jefferson*, Oldham, Shelby
Loveland, CO (See Fort Collins-Loveland)
Lowell, MA (See Boston-Lawrence-Salem-Lowell-Brockton)
Lubbock, TX: Lubbock
Lynchburg, VA: Am[illegible] Campbell, Lynchburg*
Macon - Warner Robbins, GA: Bibb*, Houston*, Jones, Peach
Madison, WI: Dane
Manchester - Nashua, NH: Hillsborough
Mansfield, OH: Richland
Marietta, OH (See Parkersburg-Marietta)
Marshall, TX (See Longview-Marshall)
McAllen - Edinburg - Mission, TX: Hidalgo
Medford, OR: Jackson
Melbourne - Titusville - Palm Bay, Brevard
Memphis, TN
Arkansas Portion: Crittenden
Mississippi Portion: De Soto
Tennessee Portion: Shelby*, Tipton
Merced, CA: Merced
Meriden, CT (See New Haven-Waterbury-Meriden)
Miami - Hialeah, FL: Dade

MIAMI - FORT LAUDERDALE CONSOLIDATED AREA: Metro Areas: Fort Lauderdale-Hollywood-Pompano Beach, Miami-Hialeah, FL

Middlesex - Somerset - Hunterdon, NJ: Hunterdon, Middlesex, Somerset
Middletown, CT (See Hartford-New Britain-Middletown-Bristol)
Middletown, OH (See Hamilton-Middletown)
Midland, MI (See Saginaw-Bay City-Midland)
Midland, TX: Midland
Millville, NJ (See Vineland-Millville-Bridgeton)
Milwaukee, WI: Milwaukee*, Ozaukee, Washington, Waukesha

MILWAUKEE - RACINE CONSOLIDATED AREA: Metro Areas: Milwaukee, Racine, WI

Minneapolis - St. Paul, MN:
Minnesota Portion: Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington Wright
Wisconsin Portion: St. Croix
Mishawaka, IN (See South Bend-Mishawaka)
Mission, TX (See McAllen-Edinburg-Mission)
Mobile, AL: Baldwin, Mobile*
Modesto, CA: Stanislaus
Moline, IL (See Davenport-Rock Island-Moline)
Monmouth - Ocean, NJ: Monmouth, Ocean
Monroe, LA: Ouachita
Monterey, CA (See Salinas-Seaside-Monterey)
Montgomery, AL: Autauqa, Elmore, Montgomery*
Moorhead, MN (See Fargo-Moorhead)
Muncie, IN: Delaware
Muskegon, MI: Muskegon
Napa, CA (See Vallejo-Fairfield-Napa)
Naples, FL: Collier
Nashua, NH (See Manchester-Nashua)
Nashville, TN: Cheatham, Davidson*, Dickson, Robertson, Rutherford, Sumner, Williamson, Wilson
Nassau - Suffolk, NY: Nassau, Suffolk
Neenah, WI (See Appleton-Oshkosh-Neenah)
Newark, NJ: Essex*, Morris, Sussex, Union
New Bedford - Fall River - Attleboro, MA: Bristol
New Britain, CT (See Hartford-New Britain-Middletown-Bristol)
New Haven - Waterbury - Meridian, CT: New Haven
New London - Norwich, CT: New London
New Orleans, LA: Jefferson, Orleans*, St. Bernard, St. Charles, St. John the Baptist, St. Tammany
Newport News, VA (See Norfolk-Virginia Beach-Newport News)
New York, NY: Bronx*, Kings*, New York*, Putnam, Queens*, Richmond*, Rockland, Westchester

NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA: Metro Areas: Bergen-Passaic, NJ; Bridegport-Stamford-Norwalk-Danbury, CT; Jersey City, Middlesex-Somerset-Hunterdon, Monmouth-Ocean, NJ; Nassau-Suffolk, New York, NY; Newark, NJ; Orange County, NY

Niagara Falls, NY: Niagara
Norfolk - Virginia Beach - Newport News, VA: Chesapeake, Gloucester, Hampton, James City, Newport News*, Norfolk*, Poquoson, Portsmouth, Suffolk, Virginia Beach*, Williamsburg, York
Normal, IL (See Bloomington-Normal)
North Little Rock, AR (See Little Rock-North Little Rock)
Norwalk, CT (See Bridgeport-Stamford-Norwalk-Danbury)
Norwich, CT (See New London-Norwich)
Oakland, CA: Alameda*, Contra Costa
Ocala, FL: Marion
Odessa, TX: Ector
Ogden, UT (See Salt Lake City-Ogden)
Oklahoma City, OK: Canadian, Cleveland, Logan, McClain, Oklahoma*, Pottawatomie
Olympia, WA: Thurston
Omaha, NE:
Iowa Portion: Pottawatomie
Nebraska Portion: Douglas*, Sarpy, Washington
Orange County, NY: Orange
Orem, UT (See Provo-Orem)
Orlando, FL: Orange*, Osceola, Seminole
Oshkosh, WI (See Appleton-Oshkosh-Neenah)
Owensboro, KY: Davies
Oxnard - Ventura, CA: Ventura
Palm Bay, FL (See Melbourne-Titusville-Palm Bay)
Panama City, FL: Bay
Parkersburg - Marietta, WV - OH:
Ohio Portion: Washington*
West Virginia Portion: Wood*
Pascagoula, MS: Jackson
Pasco, WA (See Richland-Kennewick-Pasco)
Passaic, NJ (See Bergen-Passaic)
Pawtucket, RI (See Providence-Pawtucket-Woonsocket)
Pensacola, FL: Escambia*, Santa Rosa
Peoria, IL: Peoria, Tazewell, Woodford
Petersburg, VA (See Richmond-Petersburg)
Philadelphia, PA:
New Jersey Portion: Burlington, Camden, Gloucester
Pennsylvania Portion: Bucks, Chester, Delaware, Montgomery, Philadelphia*

PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA: Metro Areas: Philadelphia, PA; Trenton, Vineland-Milville-Bridgeton, NJ; Wilmington, DE

Phoenix, AZ: Maricopa
Pine Bluff, AR: Jefferson
Pittsburgh, PA: Allegheny*, Fayette, Washington, Westmoreland

PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA: Metro Areas: Beaver County, Pittsburgh, PA

Pittsfield, MA: Berkshire
Pompano Beach, FL (See Fort Lauderdale-Hollywood-Pompano Beach)
Port Arthur, TX (See Beaumont-Port Arthur)
Portland, ME: Cumberland
Portland, OR: Clackamas, Multnomah*, Washington, Yamhill

PORTLAND - VANCOUVER CONSOLIDATED AREA: Metro Areas: Portland, OR, Vancouver, WA

Portsmouth - Dover - Rochester, NH: Rockingham*, Strafford*
Poughkeepsie, NY: Dutchess
Providence - Pawtucket - Woonsocket, RI: Bristol, Kent*, Providence*, Washington
Provo - Orem, UT: Utah
Pueblo, CO: Pueblo
Racine, WI: Racine
Raleigh - Durham, NC: Durham*, Franklin, Orange, Wake*
Rantoul, IL (See Champaign-Urbana-Rantoul)
Rapid City, SD: Pennington
Reading, PA: Berks
Redding, CA: Shasta
Reno, NV: Washoe
Richland - Kennewick - Pasco, WA: Benton*, Franklin
Richmond - Petersburg, VA: Charles City, Chesterfield, Colonial Heights City, Dinwiddie, Goochland, Hanover, Henrico, Hopewell City, New Kent, Petersburg City, Powhatan, Prince George, Richmond City*
Riverside - San Bernardino, CA: Riverside*, San Bernardino*
Roanoke, VA: Botetourt, Roanoke, Roanoke City*, Salem City
Rochester, MN: Olmsted
Rochester, NY: Livingston, Monroe*, Ontario, Orleans, Wayne
Rockford, IL: Boone, Winnebago*
Rock Hill, SC (See Charlotte-Gastonia-Rock Hill)
Rock Island, IL (See Davenport-Rock Island-Moline)
Rome, NY (See Utica-Rome)
Sacramento, CA: El Dorado, Placer, Sacramento*, Yolo
Saginaw - Bay City - Midland, MI: Bay*, Midland*, Saginaw*
St. Cloud, MN: Benton, Sherburne, Stearns*
St. Joseph, MO: Buchanan
St. Louis, MO-IL:
  Illinois Portion: Clinton, Jersey, Madison, Monroe, St. Clair
  Missouri Portion: Franklin, Jefferson, St. Charles, St. Louis, St. Louis City
St. Paul, MN (See Minneapolis-St. Paul)
St. Petersburg, FL (See Tampa-St. Petersburg)
Salem, MA (See Boston-Lawrence-Salem-Lowell-Brockton)
Salem, OR: Marion*, Polk
Salinas - Seaside - Monterey, CA: Monterey
Salt Lake City - Ogden, UT: Davis, Salt Lake*, Weber*
San Angelo, TX: Tom Green
San Antonio, TX: Bexar*, Comal, Guadalupe
San Bernardino, CA (See Riverside-San Bernardino)
San Diego, CA: San Diego
San Francisco, CA: Marin, San Francisco*, San Mateo

SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA: Metro Areas: Oakland, San Francisco, San Jose, Santa Cruz, Santa Rosa-Petaluma, Vallejo-Fairfield-Napa, CA

San Jose, CA: Santa Clara
Santa Ana, CA (See Anaheim-Santa Ana)
Santa Barbara - Santa Maria - Lompoc, CA: Santa Barbara
Santa Cruz, CA: Santa Cruz
Santa Fe, NM: Los Alamos, Santa Fe*
Santa Maria, CA (See Santa Barbara-Santa Maria-Lompoc)
Santa Rosa - Petaluma, CA: Sonoma
Sarasota, FL: Sarasota
Savannah, GA: Chatham*, Effingham
Schenectady, NY (See Albany-Schenectady-Troy)
Scranton - Wilkes-Barre, PA: Columbia, Lackawanna*, Luzerne*, Monroe, Wyoming
Seaside, CA (See Salinas-Seaside-Monterey)
Seattle, WA: King, Snohomish

SEATTLE - TACOMA CONSOLIDATED AREA: Metro Areas: Seattle, Tacoma, WA

Sharon, PA: Mercer
Sheboygan, WI: Sheboygan
Sherman - Denison, TX: Grayson
Shreveport, LA: Bossier, Caddo*
Sioux City, IA:
  Iowa Portion: Woodbury*
  Nebraska Portion: Dakota
Sioux Falls, SD: Minnehaha
South Bend - Mishawaka, IN: St. Joseph
Spartanburg, SC (See Greenville-Spartanburg)
Spokane, WA: Spokane
Springdale, AR (See Fayetteville-Springdale)
Springfield, IL: Menard, Sangamon*
Springfield, MA: Hampden*, Hampshire
Springfield, MO: Christian, Greene*
Springfield, OH (See Dayton-Springfield)
Springfield, OR (See Eugene-Springfield)
Stamford, CT (See Bridgeport-Stamford-Norwalk-Danbury)
State College, PA: Centre
Steubenville - Weirton, OH-WV:
  Ohio Portion: Jefferson*
  West Virginia Portion: Brooke, Hancock*
Stockton, CA: San Joaquin
Syracuse, NY: Madison, Onondaga*, Oswego
Tacoma, WA: Pierce
Tallahassee, FL: Gadsden, Leon*
Tampa - St. Petersburg - Clearwater, FL: Hernando, Hillsborough*, Pasco, Pinellas*
Temple, TX (See Killeen-Temple)
Terre Haute, IN: Clay, Vigo*
Texarkana, TX-AR:
  Arkansas Portion: Miller*
  Texas Portion: Bowie*
Texas City, TX (See Galveston-Texas City)
Titusville, FL (See Melbourne-Titusville-Palm Bay)
Toledo, OH: Fulton, Lucas*, Wood
Topeka, KS: Shawnee
Trenton, NJ: Mercer
Troy, NY (See Albany-Schenectady-Troy)
Tucson, AZ: Pima
Tulsa, OK: Creek, Osage, Rogers, Tulsa*, Wagoner
Tuscaloosa, AL: Tuscaloosa
Tyler, TX: Smith
Urbana, IL (See Champaign-Urbana-Rantoul)
Utica - Rome, NY: Herkimer, Oneida*
Vallejo - Fairfield - Napa, CA: Napa, Solano
Vancouver, WA: Clark
Ventura, CA (See Oxnard-Ventura)
Victoria, TX: Victoria
Vineland - Milville - Bridgeton, NJ: Cumberland
Virginia Beach, VA (See Norfolk-Virginia Beach-Newport News)
Visalia - Tulare - Porterville, CA: Tulare
Waco, TX: McLennan
Warren, OH (See Youngstown-Warren)
Washington, DC:
  District of Columbia Portion: District of Columbia*
  Maryland Portion: Calvert, Charles, Frederick, Montgomery, Prince George's
  Virginia Portion: Alexandria City, Arlington, Fairfax, Fairfax City, Falls Church City, Loudon, Manassas City, Manassas Park City, Prince William, Stafford
Waterbury, CT (See New Haven-Waterbury-Meriden)
Waterloo - Cedar Falls, IA: Black Hawk*, Bremer
Wausau, WI: Marathon
Weirton, OH (See Steubenville-Weirton)
West Palm Beach - Boca Raton - Delray Beach, FL: Palm Beach
Wheeling, WV:
  Ohio Portion: Belmont
  West Virginia Portion: Marshall, Ohio*
Wichita, KS: Butler, Sedgwick*
Wichita Falls, TX: Witchita
Wilkes-Barre, PA (See Scranton-Wilkes-Barre)
Williamsport, PA: Lycoming
Wilmington, DE:
  Delaware Portion: New Castle*
  Maryland Portion: Cecil
  New Jersey Portion: Salem
Wilmington, NC: New Hanover
Winston-Salem, NC (See Greensboro-Winston-Salem-High Point)
Winter Haven, FL (See Lakeland-Winter Haven)
Woonsocket, RI (See Providence-Pawtucket-Woonsocket)
Worcester - Fitchburg - Leominster, MA: Worcester
Yakima, WA: Yakima
York, PA: Adams, York*
Youngstown - Warren, OH: Mahoning*, Trumbull*
Yuba City, CA: Sutter*, Yuba
Yuma, AZ: Yuma

1990 Regional and State Summaries of Population

S&MM ESTIMATES: 12/31/90

REGION State	Total Population (Thousands)	% Of U.S.	Median Age of Population	Population by Age Group					Households (Thousands)	% Of U.S.
				0-17 years (Thousands)	18-24 years (Thousands)	25-34 years (Thousands)	35-49 years (Thousands)	50 & Over (Thousands)		
NEW ENGLAND	**13,285.7**	**5.2971**	**33.8**	**3,102.7**	**1,463.8**	**2,349.6**	**2,858.4**	**3,511.2**	**4,973.2**	**5.3628**
Connecticut	3,301.1	1.3162	34.5	758.2	341.7	579.2	724.9	897.1	1,236.0	1.3328
Maine	1,238.3	.4937	33.9	313.9	122.3	204.8	268.2	329.1	469.5	.5063
Massachusetts	6,042.2	2.4090	33.7	1,370.7	701.0	1,092.0	1,278.5	1,600.0	2,257.1	2.4340
New Hampshire	1,127.2	.4495	32.8	285.4	117.4	205.9	253.9	264.6	418.0	.4508
Rhode Island	1,008.9	.4023	34.1	229.0	118.9	172.5	204.9	283.6	380.0	.4097
Vermont	568.0	.2264	33.0	145.5	62.5	95.2	128.0	136.8	212.6	.2292
MIDDLE ATLANTIC	**37,746.7**	**15.0498**	**34.5**	**8,954.9**	**3,907.2**	**6,360.8**	**7,981.5**	**10,542.3**	**13,984.8**	**15.0804**
New Jersey	7,768.8	3.0974	34.6	1,821.3	770.8	1,350.8	1,696.8	2,129.1	2,809.3	3.0294
New York	18,065.5	7.2029	34.0	4,309.6	1,929.2	3,114.1	3,840.8	4,871.8	6,668.4	7.1908
Pennsylvania	11,912.4	4.7495	35.2	2,824.0	1,207.2	1,895.9	2,443.9	3,541.4	4,507.1	4.8602
EAST NORTH CENTRAL	**42,105.4**	**16.7876**	**33.0**	**11,057.5**	**4,399.9**	**7,033.1**	**8,748.1**	**10,866.8**	**15,631.0**	**16.8553**
Illinois	11,449.1	4.5648	32.9	2,973.6	1,194.0	1,972.3	2,376.8	2,932.4	4,207.6	4.5372
Indiana	5,556.7	2.2155	32.9	1,470.6	594.3	906.6	1,150.3	1,434.9	2,069.8	2.2319
Michigan	9,323.1	3.7172	32.6	2,484.6	988.7	1,561.1	1,964.5	2,324.2	3,429.6	3.6982
Ohio	10,864.4	4.3317	33.4	2,825.3	1,117.3	1,777.1	2,253.0	2,891.7	4,094.2	4.4149
Wisconsin	4,912.1	1.9584	32.9	1,303.4	505.6	816.0	1,003.5	1,283.6	1,829.8	1.9731
WEST NORTH CENTRAL	**17,731.5**	**7.0696**	**33.1**	**4,717.5**	**1,766.5**	**2,924.4**	**3,579.9**	**4,743.2**	**6,745.7**	**7.2742**
Iowa	2,770.3	1.1046	34.1	722.2	277.8	423.1	548.2	799.0	1,061.7	1.1449
Kansas	2,491.1	.9932	32.9	669.9	251.8	411.1	499.9	658.4	949.6	1.0240
Minnesota	4,412.0	1.7591	32.5	1,185.1	439.4	778.0	924.2	1,085.3	1,661.6	1.7918
Missouri	5,145.1	2.0513	33.6	1,332.0	510.4	846.4	1,040.9	1,415.4	1,971.0	2.1254
Nebraska	1,579.4	.6297	33.0	432.2	153.4	254.7	314.1	425.0	602.6	.6498
North Dakota	636.2	.2537	32.4	175.9	66.6	102.6	121.8	169.3	239.8	.2586
South Dakota	697.4	.2780	32.5	200.2	67.1	108.5	130.8	190.8	259.4	.2797
SOUTH ATLANTIC	**44,186.1**	**17.6173**	**33.8**	**10,739.8**	**4,689.3**	**7,587.5**	**9,349.8**	**11,819.7**	**16,746.3**	**18.0583**
Delaware	673.2	.2684	32.9	166.4	75.8	118.8	140.0	172.2	250.2	.2698
District of Columbia	604.2	.2409	33.7	117.9	80.9	119.2	130.4	155.8	248.4	.2679
Florida	13,218.8	5.2704	36.6	2,948.4	1,221.7	2,135.0	2,601.5	4,312.2	5,250.4	5.6617
Georgia	6,586.6	2.6261	31.7	1,769.3	737.1	1,182.0	1,436.7	1,461.5	2,407.6	2.5962
Maryland	4,843.7	1.9312	33.1	1,185.9	504.2	901.0	1,100.8	1,151.8	1,771.9	1.9107
North Carolina	6,693.1	2.6685	33.2	1,634.8	775.2	1,142.0	1,424.6	1,716.5	2,542.7	2.7419
South Carolina	3,521.1	1.4039	32.1	936.6	402.7	590.4	737.6	853.8	1,271.3	1.3709
Virginia	6,265.1	2.4980	32.7	1,537.0	717.2	1,141.7	1,402.8	1,466.4	2,320.3	2.5021
West Virginia	1,780.3	.7099	35.5	443.5	174.5	257.4	375.4	529.5	683.5	.7371
EAST SOUTH CENTRAL	**15,225.0**	**6.0703**	**33.0**	**4,019.6**	**1,636.0**	**2,450.4**	**3,131.6**	**3,987.4**	**5,670.6**	**6.1150**
Alabama	4,056.1	1.6172	33.1	1,070.9	436.0	643.6	824.5	1,081.1	1,512.7	1.6312
Kentucky	3,687.3	1.4701	33.1	961.9	392.5	603.4	768.0	961.5	1,380.6	1.4888
Mississippi	2,575.3	1.0268	31.3	753.2	286.9	395.7	489.4	650.1	912.2	.9837
Tennessee	4,906.3	1.9562	33.7	1,233.6	520.6	807.7	1,049.7	1,294.7	1,865.1	2.0113
WEST SOUTH CENTRAL	**26,875.3**	**10.7154**	**31.3**	**7,626.3**	**2,881.4**	**4,636.4**	**5,475.4**	**6,255.8**	**9,729.5**	**10.4917**
Arkansas	2,358.0	.9402	34.0	627.2	232.9	355.9	467.6	674.4	894.3	.9644
Louisiana	4,206.7	1.6773	31.0	1,232.4	454.2	693.4	837.2	989.5	1,494.2	1.6112
Oklahoma	3,143.0	1.2531	33.2	842.2	315.1	503.1	636.7	845.9	1,204.9	1.2993
Texas	17,167.6	6.8448	30.8	4,924.5	1,879.2	3,084.0	3,533.9	3,746.0	6,136.1	6.6168
MOUNTAIN	**13,834.0**	**5.5156**	**31.6**	**3,954.5**	**1,402.1**	**2,355.1**	**2,908.3**	**3,214.0**	**5,100.0**	**5.4996**
Arizona	3,740.0	1.4911	32.3	1,008.3	394.1	639.8	746.9	950.9	1,397.5	1.5070
Colorado	3,321.1	1.3241	32.4	874.5	332.7	610.9	774.4	728.6	1,292.6	1.3939
Idaho	1,009.4	.4024	31.4	311.2	96.3	151.7	207.3	242.9	361.9	.3903
Montana	797.2	.3179	33.8	222.9	68.4	121.6	174.0	210.3	305.1	.3290
Nevada	1,244.1	.4960	33.4	309.5	121.6	227.0	280.1	305.9	483.0	.5208
New Mexico	1,534.8	.6119	31.3	455.3	151.1	257.3	317.2	353.9	550.2	.5933
Utah	1,738.8	.6933	26.2	638.0	197.8	273.9	308.8	320.3	542.6	.5851
Wyoming	448.6	.1789	31.8	134.8	40.1	72.9	99.6	101.2	167.1	.1802
PACIFIC	**39,822.3**	**15.8773**	**31.9**	**10,450.9**	**4,357.9**	**7,348.8**	**8,626.8**	**9,037.9**	**14,153.8**	**15.2627**
Alaska	554.5	.2211	29.2	174.8	55.6	112.7	137.8	73.6	190.3	.2052
California	30,353.0	12.1019	31.6	7,970.7	3,430.5	5,727.1	6,470.0	6,754.7	10,593.6	11.4235
Hawaii	1,120.1	.4466	32.7	285.2	120.9	200.6	245.9	267.5	360.0	.3882
Oregon	2,863.5	1.1417	34.6	734.0	264.1	450.7	655.5	759.2	1,112.0	1.1992
Washington	4,931.2	1.9660	33.1	1,286.2	486.8	857.7	1,117.6	1,182.9	1,897.9	2.0466
TOTAL UNITED STATES	**250,812.0**	**100.0000**	**33.0**	**64,623.7**	**26,504.1**	**43,046.1**	**52,659.8**	**63,978.3**	**92,734.9**	**100.0000**

1990 Regional and State Summaries of Effective Buying Income

S&MM ESTIMATES: 12/31/90

REGION State	1990 Total EBI ($000)	% Of U.S.	Per Capita EBI	Average Household EBI	Median Household EBI	Households by Effective Buying Income Group				
						Under $10,000 (Thousands)	$10,000-$19,999 (Thousands)	$20,000-$34,999 (Thousands)	$35,000-$49,999 (Thousands)	$50,000 & Over (Thousands)
NEW ENGLAND	216,598,934	6.1898	16,303	43,553	32,578	623.8	854.9	1,179.7	934.4	1,376.2
Connecticut	60,224,962	1.7210	18,244	48,726	36,961	130.9	181.5	270.3	236.6	416.7
Maine	16,030,998	.4581	12,946	34,145	25,652	72.1	107.3	132.5	83.5	74.1
Massachusetts	100,581,979	2.8743	16,647	44,562	33,363	291.3	375.2	513.8	424.6	652.2
New Hampshire	17,936,988	.5126	15,913	42,911	33,753	44.4	68.7	103.8	83.3	117.8
Rhode Island	14,575,995	.4166	14,447	38,358	28,696	58.4	73.0	96.9	70.8	80.9
Vermont	7,248,002	.2072	12,761	34,092	25,717	30.9	49.2	62.4	35.6	34.5
MIDDLE ATLANTIC	599,320,752	17.1266	15,877	42,855	31,009	2,023.3	2,490.2	3,289.9	2,490.1	3,691.3
New Jersey	145,574,918	4.1601	18,738	51,819	39,083	299.3	395.2	564.2	506.0	1,044.6
New York	287,052,877	8.2030	15,890	43,047	30,330	1,028.3	1,209.6	1,528.8	1,147.0	1,754.7
Pennsylvania	166,692,957	4.7635	13,993	36,985	28,148	695.7	885.4	1,196.9	837.1	892.0
EAST NORTH CENTRAL	575,709,917	16.4518	13,673	36,831	28,388	2,471.3	2,998.9	4,116.5	2,957.3	3,087.0
Illinois	172,283,968	4.9233	15,048	40,946	31,119	632.0	718.6	1,008.5	795.9	1,052.6
Indiana	68,199,986	1.9489	12,273	32,950	25,982	341.1	445.4	596.3	379.9	307.1
Michigan	125,756,945	3.5937	13,489	36,668	28,505	551.5	652.2	891.4	657.4	677.1
Ohio	142,855,009	4.0823	13,149	34,892	27,201	684.9	812.3	1,119.3	765.1	712.6
Wisconsin	66,614,009	1.9036	13,561	36,405	28,292	261.8	370.4	501.0	359.0	337.6
WEST NORTH CENTRAL	235,802,058	6.7383	13,298	34,956	25,875	1,167.1	1,453.4	1,785.5	1,166.0	1,173.7
Iowa	35,209,012	1.0061	12,709	33,163	24,699	190.4	239.4	301.0	180.7	150.2
Kansas	34,787,012	.9941	13,965	36,633	26,557	155.4	201.9	251.6	166.0	174.7
Minnesota	60,945,982	1.7416	13,814	36,679	28,119	256.8	331.4	435.5	310.8	327.1
Missouri	68,086,010	1.9456	13,233	34,544	25,574	356.0	426.2	501.1	331.3	355.4
Nebraska	20,705,015	.5917	13,109	34,359	24,959	107.5	134.3	162.8	99.4	98.6
North Dakota	7,780,012	.2223	12,229	32,444	23,673	45.0	56.6	66.1	39.0	33.1
South Dakota	8,289,015	.2369	11,886	31,955	21,826	56.0	63.6	67.4	38.8	33.6
SOUTH ATLANTIC	600,085,846	17.1483	13,581	35,834	26,692	2,753.4	3,493.6	4,325.6	2,806.7	3,367.0
Delaware	9,660,998	.2761	14,351	38,613	28,887	36.4	49.2	64.6	46.5	53.5
District of Columbia	10,665,993	.3048	17,653	42,939	26,962	44.5	48.5	60.6	35.7	59.1
Florida	184,502,918	5.2724	13,958	35,141	25,914	853.6	1,160.8	1,355.8	835.9	1,044.3
Georgia	83,597,004	2.3889	12,692	34,722	26,342	431.7	489.6	606.8	408.3	471.2
Maryland	79,915,964	2.2837	16,499	45,102	36,408	188.7	256.7	403.7	344.1	578.7
North Carolina	80,666,001	2.3052	12,052	31,725	23,488	479.4	603.4	709.4	403.9	346.6
South Carolina	39,811,989	1.1376	11,307	31,316	23,666	248.2	289.0	351.2	209.9	173.0
Virginia	92,489,966	2.6430	14,763	38,861	30,504	309.5	426.4	586.8	422.7	574.9
West Virginia	18,775,013	.5366	10,546	27,469	20,694	161.4	170.0	186.7	99.7	65.7
EAST SOUTH CENTRAL	170,637,023	4.8764	11,208	30,092	21,939	1,301.9	1,310.8	1,440.6	848.3	769.0
Alabama	44,825,982	1.2810	11,051	29,633	21,714	358.9	345.4	379.6	226.3	202.5
Kentucky	41,231,017	1.1783	11,182	29,865	21,454	322.1	327.5	355.2	205.4	170.4
Mississippi	25,337,007	.7241	9,838	27,776	19,768	237.9	222.6	223.4	122.6	105.7
Tennessee	59,243,017	1.6930	12,075	31,764	23,644	383.0	415.3	482.4	294.0	290.4
WEST SOUTH CENTRAL	320,852,957	9.1690	11,939	32,977	24,179	1,964.5	2,132.3	2,463.7	1,563.1	1,605.9
Arkansas	25,737,009	.7355	10,915	28,779	20,361	213.8	226.2	230.4	120.7	103.2
Louisiana	46,666,998	1.3336	11,093	31,232	23,167	347.5	314.6	362.8	238.7	230.6
Oklahoma	34,306,007	.9804	10,915	28,472	20,869	281.4	298.2	320.7	170.7	133.9
Texas	214,142,943	6.1195	12,474	34,899	25,847	1,121.8	1,293.3	1,549.8	1,033.0	1,138.2
MOUNTAIN	169,494,011	4.8434	12,252	33,234	25,911	821.6	1,128.4	1,393.3	833.9	872.6
Arizona	45,868,989	1.3107	12,264	32,822	25,218	234.3	318.8	373.8	234.0	236.6
Colorado	46,439,007	1.3271	13,983	35,927	28,558	182.7	260.4	344.6	239.9	265.0
Idaho	11,675,007	.3337	11,566	32,260	24,475	60.9	85.3	102.8	60.4	52.5
Montana	8,935,007	.2554	11,208	29,286	22,572	60.0	75.4	86.9	48.0	34.8
Nevada	17,024,001	.4864	13,684	35,246	28,520	63.4	100.4	130.3	89.0	99.9
New Mexico	16,371,999	.4678	10,667	29,756	21,961	117.6	134.6	143.8	80.0	74.2
Utah	17,792,998	.5084	10,233	32,792	26,757	76.0	118.3	162.7	100.3	85.3
Wyoming	5,387,003	.1539	12,008	32,238	26,618	26.9	35.2	48.4	32.3	24.3
PACIFIC	610,863,749	17.4564	15,340	43,159	31,980	1,857.9	2,520.8	3,293.4	2,510.9	3,971.6
Alaska	8,594,000	.2456	15,499	45,160	34,130	25.4	31.4	40.4	33.2	59.9
California	477,784,771	13.6535	15,741	45,101	33,342	1,322.0	1,817.8	2,390.2	1,873.2	3,190.4
Hawaii	17,107,994	.4889	15,274	47,522	34,997	36.3	61.3	82.4	64.6	115.4
Oregon	35,841,983	1.0242	12,517	32,232	25,082	189.4	252.3	310.9	189.5	169.9
Washington	71,535,001	2.0442	14,507	37,692	29,612	284.8	357.2	469.5	350.4	436.0
TOTAL UNITED STATES	3,499,365,237	100.0000	13,952	37,735	27,912	14,989.2	18,387.5	23,288.2	16,160.7	18,914.3

1990 Regional and State Summaries of Retail Sales

S&MM ESTIMATES: 12/31/90

REGION State	1990 Total Retail Sales ($000)	% Of U.S.	Per Household Retail Sales	Retail Sales by Store Group						Sales/Advertising Indexes		
				Food ($000)	Eating & Drinking Places ($000)	General Merchandise ($000)	Furniture/ Home Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
NEW ENGLAND	**112,582,224**	**6.2298**	**22,638**	**23,176,042**	**12,059,147**	**10,655,917**	**5,801,116**	**22,902,817**	**3,603,937**	**118**	**6.0233**	**114**
Connecticut	27,729,253	1.5344	22,435	5,534,769	2,660,254	2,546,884	1,598,800	5,675,683	816,277	117	1.5841	120
Maine	10,399,183	.5755	22,149	2,413,613	951,016	865,188	390,834	2,110,594	297,827	117	.5006	101
Massachusetts	50,756,961	2.8087	22,488	10,144,165	6,092,683	4,913,833	2,604,736	10,174,695	1,763,067	117	2.7616	115
New Hampshire	11,859,848	.6562	28,373	2,531,809	1,037,925	1,249,679	686,275	2,658,458	288,581	146	.5431	121
Rhode Island	7,324,982	.4053	19,276	1,512,034	858,038	784,639	321,338	1,352,780	320,149	101	.4102	102
Vermont	4,511,997	.2497	21,223	1,039,652	459,231	295,694	199,133	930,607	118,036	110	.2237	99
MIDDLE ATLANTIC	**270,899,848**	**14.9903**	**19,371**	**56,912,964**	**26,429,761**	**27,870,663**	**15,775,521**	**54,088,358**	**9,986,049**	**100**	**16.0703**	**107**
New Jersey	63,430,970	3.5100	22,579	13,221,659	5,656,450	6,039,290	4,037,445	14,185,170	1,926,261	113	3.7525	121
New York	124,478,903	6.8880	18,667	26,457,007	13,098,126	12,571,604	7,672,056	21,748,773	4,959,793	96	7.6084	106
Pennsylvania	82,989,975	4.5923	18,413	17,234,298	7,675,185	9,259,769	4,066,020	18,154,415	3,099,995	97	4.7094	99
EAST NORTH CENTRAL	**298,074,831**	**16.4939**	**19,069**	**53,229,111**	**28,767,235**	**38,647,174**	**15,130,818**	**64,295,856**	**12,018,789**	**98**	**16.5314**	**98**
Illinois	83,478,926	4.6193	19,840	14,490,377	8,189,410	9,985,698	4,466,483	17,139,507	3,925,947	101	4.7604	104
Indiana	37,574,006	2.0792	18,153	6,492,400	3,478,268	4,668,201	1,690,886	8,491,129	1,643,886	94	2.0413	92
Michigan	67,784,930	3.7508	19,765	11,420,157	6,259,184	9,739,148	3,601,609	15,387,631	2,560,820	101	3.6654	99
Ohio	73,205,986	4.0508	17,880	14,303,596	7,184,239	9,807,882	3,499,286	15,949,797	2,803,599	94	4.1227	95
Wisconsin	36,030,983	1.9938	19,691	6,522,581	3,656,134	4,446,245	1,872,554	7,327,792	1,084,537	102	1.9[illegible]16	99
WEST NORTH CENTRAL	**124,249,370**	**6.8753**	**18,419**	**24,363,529**	**11,758,543**	**16,775,688**	**4,488,931**	**27,927,588**	**3,549,711**	**97**	**6.8458**	**97**
Iowa	18,817,884	1.0412	17,724	4,084,260	1,691,466	2,429,607	614,557	4,305,237	613,306	94	1.0364	94
Kansas	16,655,815	.9217	17,540	3,474,844	1,566,326	2,242,202	620,523	3,841,603	435,599	93	.9721	98
Minnesota	33,314,988	1.8435	20,050	6,038,306	3,110,824	4,666,974	1,331,935	6,945,332	934,122	105	1.7759	101
Missouri	36,031,991	1.9938	18,281	6,945,733	3,531,629	5,016,613	1,209,921	8,461,422	981,625	97	1.9812	97
Nebraska	10,312,527	.5706	17,113	2,071,936	1,034,273	1,325,800	437,334	2,228,716	302,044	91	.5929	94
North Dakota	4,467,389	.2472	18,630	818,673	403,287	601,069	128,117	1,062,625	128,882	97	.2361	93
South Dakota	4,648,776	.2573	17,921	929,777	420,738	493,423	146,544	1,082,653	154,133	93	.2512	90
SOUTH ATLANTIC	**325,787,291**	**18.0272**	**19,454**	**64,628,995**	**32,714,764**	**37,644,782**	**16,856,454**	**70,885,835**	**13,127,041**	**102**	**17.5057**	**99**
Delaware	6,041,091	.3342	24,145	1,087,643	540,398	859,731	314,499	1,242,483	222,188	125	.2919	109
District of Columbia	3,815,320	.2112	15,360	637,028	910,465	348,255	204,978	169,587	225,821	88	.2639	110
Florida	105,303,987	5.8269	20,056	20,230,560	11,008,331	12,076,694	5,462,214	24,287,671	4,442,004	111	5.4385	103
Georgia	46,748,222	2.5868	19,417	9,019,220	4,682,582	5,808,796	2,301,637	9,961,563	1,827,882	99	2.4956	95
Maryland	36,836,986	2.0383	20,790	7,044,930	3,526,714	4,387,780	1,971,472	8,055,942	1,348,702	106	2.1395	111
North Carolina	45,755,966	2.5319	17,995	9,223,261	4,514,364	4,769,096	2,518,334	9,926,239	1,879,794	95	2.4459	92
South Carolina	23,753,965	1.3144	18,685	5,126,498	2,312,904	2,540,717	1,175,322	4,838,941	930,380	94	1.2440	89
Virginia	47,471,970	2.6268	20,459	9,856,156	4,391,571	5,372,603	2,532,107	10,383,295	1,756,374	105	2.6093	104
West Virginia	10,059,784	.5567	14,718	2,403,699	827,435	1,481,110	375,891	2,020,114	493,896	78	.5771	81
EAST SOUTH CENTRAL	**96,458,629**	**5.3375**	**17,010**	**18,481,511**	**8,390,422**	**13,030,249**	**4,236,225**	**23,433,355**	**3,941,614**	**88**	**5.2534**	**87**
Alabama	26,373,205	1.4594	17,435	4,963,296	2,192,980	3,348,645	1,125,256	6,830,256	1,016,651	90	1.4017	87
Kentucky	23,860,802	1.3203	17,283	4,810,340	2,229,881	3,268,806	1,019,984	5,144,769	1,078,823	90	1.2793	87
Mississippi	13,802,619	.7638	15,131	3,010,269	1,055,747	2,016,078	519,651	3,201,881	598,429	74	.7964	78
Tennessee	32,422,003	1.7940	17,384	5,697,606	2,911,814	4,396,720	1,565,334	8,256,449	1,247,711	92	1.7760	91
WEST SOUTH CENTRAL	**184,841,525**	**10.2282**	**18,998**	**42,593,058**	**16,919,625**	**23,859,192**	**7,714,551**	**42,073,713**	**5,678,498**	**95**	**9.7957**	**91**
Arkansas	15,386,039	.8514	17,205	3,406,436	1,113,276	2,195,804	552,896	3,658,931	446,759	91	.8111	86
Louisiana	28,778,000	1.5924	19,260	7,508,042	2,552,303	3,949,852	1,158,755	5,566,056	1,293,919	95	1.4799	88
Oklahoma	20,218,493	1.1188	16,780	4,683,705	1,884,118	2,542,826	810,834	4,849,713	578,105	89	1.0765	86
Texas	120,458,993	6.6656	19,631	26,994,875	11,369,928	15,170,710	5,192,066	27,999,013	3,359,715	97	6.4282	94
MOUNTAIN	**94,172,179**	**5.2110**	**18,465**	**20,409,326**	**9,680,800**	**10,827,146**	**4,796,699**	**19,547,236**	**2,927,261**	**94**	**5.0886**	**92**
Arizona	26,137,116	1.4463	18,703	5,916,109	2,610,945	2,974,584	1,402,603	5,556,038	1,042,295	97	1.3875	93
Colorado	24,383,148	1.3493	18,864	4,987,070	2,731,682	2,966,850	1,313,036	4,914,984	552,328	102	1.3332	101
Idaho	6,004,215	.3322	16,591	1,374,997	548,525	589,274	282,041	1,331,243	196,971	83	.3470	86
Montana	5,332,572	.2951	17,478	1,239,508	575,539	518,097	232,544	1,064,942	172,012	93	.2799	88
Nevada	9,630,044	.5329	19,938	2,006,560	991,745	1,102,721	442,085	1,955,428	366,614	107	.5023	101
New Mexico	9,377,582	.5189	17,044	1,943,635	994,803	1,103,357	412,268	1,998,742	311,262	85	.5119	84
Utah	10,581,447	.5855	19,501	2,366,827	939,824	1,288,460	617,385	2,184,880	222,350	84	.5687	82
Wyoming	2,726,055	.1508	16,314	574,620	287,737	283,803	94,737	540,979	63,429	84	.1581	88
PACIFIC	**300,116,622**	**16.6068**	**21,204**	**58,872,271**	**35,386,898**	**32,495,541**	**17,801,039**	**56,644,004**	**13,794,162**	**105**	**16.8858**	**106**
Alaska	4,668,675	.2583	24,533	1,196,884	625,121	591,701	152,972	583,788	115,516	117	.2446	111
California	225,065,880	12.4539	21,245	43,261,051	26,289,994	23,504,778	14,152,873	43,474,601	10,658,059	103	12.9833	107
Hawaii	11,203,513	.6200	31,121	2,136,952	1,913,386	1,501,975	413,319	1,475,579	675,137	139	.5198	116
Oregon	22,416,935	1.2404	20,159	4,267,796	2,403,182	2,952,573	1,125,345	4,606,658	733,318	109	1.1126	97
Washington	36,761,619	2.0342	19,370	8,009,588	4,155,215	3,944,514	1,956,530	6,503,378	1,612,132	103	2.0255	103
TOTAL UNITED STATES	**1,807,182,519**	**100.0000**	**19,488**	**362,666,807**	**182,107,195**	**211,806,352**	**92,595,354**	**381,798,762**	**68,627,062**	**100**	**100.0000**	**100**

Suburban Population

Area	(Thous.)	Rank
Los Angeles–Long Beach	4,645.7	1
Chicago	3,192.0	2
Philadelphia	3,183.0	3
Detroit	3,172.0	4
Washington	3,171.9	5
Nassau–Suffolk	2,616.2	6
Boston–Lawrence–Salem–Lowell–Brockton	2,531.0	7
Atlanta	2,466.4	8
Riverside–San Bernardino	2,269.5	9
Anaheim–Santa Ana	1,881.5	10
St. Louis	1,859.1	11
Minneapolis–St. Paul	1,768.2	12
Pittsburgh	1,653.2	13
Baltimore	1,637.9	14
Houston	1,626.0	15
Oakland	1,574.8	16
Tampa–St. Petersburg–Clearwater	1,481.6	17
Newark	1,438.9	18
Seattle	1,377.6	19
Dallas	1 356.9	20
Cleveland	1,322.9	21
Miami–Hialeah	1,315.3	22
San Diego	1,312.0	23
New York	1,177.9	24
Denver	1,168.5	25
Bergen–Passaic	1,136.0	26
Cincinnati	1,094.0	27
Sacramento	1,009.6	28
Monmouth–Ocean	1,000.9	29
Middlesex–Somerset–Hunterdon	947.0	30
Orlando	935.3	31
Fort Lauderdale–Hollywood–Pompano Beach	928.7	32
Kansas City	894.6	33
San Francisco	887.4	34
Salt Lake City–Ogden	857.5	35
Portland, Ore.	813.3	36
Hartford–New Britain–Middletown–Bristol	810.3	37
Rochester, N.Y.	772.9	38
Milwaukee	751.5	39
New Orleans	719.4	40
West Palm Beach–Boca Raton–Delray Beach	713.4	41
Dayton–Springfield	700.8	42
Columbus, Ohio	671.7	43
San Jose	666.1	44
Albany–Schenectady–Troy	658.7	45
Charlotte–Gastonia–Rock Hill	648.5	46
Louisville	648.1	47
Providence–Pawtucket–Woonsocket	642.9	48
Buffalo	638.9	49
Fort Worth–Arlington	636.3	50
Total Top 50	**71,384.0**	
Richmond–Petersburg	635.1	51
Birmingham	611.6	52
Phoenix	591.6	53
Scranton–Wilkes-Barre	582.6	54
Greensboro–Winston-Salem–High Point	550.3	55
Greenville–Spartanburg	544.7	56
Indianapolis	524.0	57
Wilmington, Del.	512.2	58
Las Vegas	504.0	59
Syracuse	497.1	60
Harrisburg–Lebanon–Carlisle	495.5	61
Allentown–Bethlehem–Easton	487.9	62
Honolulu	474.5	63
Grand Rapids	474.0	64
Worcester–Fitchburg–Leominster	465.7	65
Nashville	460.3	66
New Haven–Waterbury–Meriden	457.3	67
Oxnard–Ventura	441.8	68
Charleston, S.C.	434.1	69
Bridgeport–Stamford–Norwalk–Danbury	433.7	70
Lake County, Ill.	419.5	71
Tacoma	415.5	72
Knoxville	415.1	73
Oklahoma City	410.0	74
Bakersfield	379.1	75
York	379.0	76
Akron	378.8	77
Lancaster	373.2	78
San Antonio	372.7	79
Gary–Hammond	369.6	80
Columbia, S.C.	359.8	81
Raleigh–Durham	359.5	82
Augusta	355.5	83
Memphis	348.0	84
Youngstown–Warren	344.4	85
Tulsa	342.3	86
Springfield, Mass.	336.5	87
Austin	323.5	88
Fresno	320.5	89
Daytona Beach	316.4	90
Joliet	315.6	91
Lakeland–Winter Haven	315.1	92
Orange County, N.Y.	312.7	93
Baton Rouge	309.1	94
Johnson City–Kingsport–Bristol	308.7	95
Norfolk–Virginia Beach–Newport News	290.1	96
Pensacola	290.1	96
Jersey City	290.0	98
Flint	288.8	99
Atlantic City	284.6	100
Total Top 100	**91,885.7**	
Mobile	282.6	101
Chattanooga	282.2	102
Jacksonville, Fla.	278.9	103
Portsmouth–Dover–Rochester	277.8	104
New Bedford–Fall River–Attleboro	276.8	105
Tucson	265.8	106
Reading	259.9	107
Lansing–East Lansing	256.1	108
Canton	255.6	109
Toledo	253.6	110
Saginaw–Bay City–Midland	252.2	111
Little Rock–North Little Rock	249.2	112
Melbourne–Titusville–Palm Bay	243.1	113
Trenton	238.8	114
Santa Rosa–Petaluma	237.4	115
Poughkeepsie	233.1	116
Huntington–Ashland	232.9	117
Sarasota	230.8	118
Omaha	229.8	119
Stockton	222.4	120
Fort Myers–Cape Coral	221.4	121
Fort Pierce	220.9	122
McAllen–Edinburg–Mission	213.2	123
Johnstown	211.8	124
Binghamton	211.5	125
Vallejo–Fairfield–Napa	210.0	126
Utica–Rome	203.5	127
Jackson, Miss.	201.4	128
Des Moines	201.2	129
Fayetteville, N.C.	199.8	130
Vancouver	195.1	131
Peoria	192.9	132
Brazoria	192.7	133
Charleston, W.Va.	192.4	134
Fort Wayne	191.8	135
New London–Norwich	189.9	136
Beaumont–Port Arthur	187.2	137
Santa Barbara–Santa Maria–Lompoc	187.1	138
Hamilton–Middletown	185.8	139
Beaver County, Pa.	185.0	140
Spokane	184.6	141
Aurora–Elgin	183.4	142
Santa Cruz	183.3	143
Portland, Me.	180.4	144
Salinas–Seaside–Monterey	179.7	145
Hickory–Morganton	179.6	146
Madison	177.4	147
Visalia–Tulare–Porterville	177.2	148
Ann Arbor	174.5	149
Appleton–Oshkosh–Neenah	172.6	150
Total Top 150	**102,732.0**	
Salem, Ore.	171.[illegible]	151
Bradenton	171.0	152
Davenport–Rock Island–Moline	170.4	153
Modesto	169.7	154
Erie	166.6	155
Manchester–Nashua	159.3	156
Niagara Falls	158.8	157
Ocala	157.2	158
Bremerton	155.2	159
Wichita	151.8	160
Benton Harbor	148.6	161
Killeen–Temple	147.4	162
Rockford	144.6	163
Chico	144.5	164
St. Cloud	143.9	165
Kalamazoo	143.8	166
Lorain–Elyria	143.2	167
Houma–Thibodaux	137.8	168
Naples	137.2	169
Yakima	134.8	170
Macon–Warner Robins	132.1	171
Olympia	130.0	172
Roanoke	128.8	173
Evansville	127.0	174
Duluth	126.5	175
Eugene–Springfield	126.2	176
Fort Walton Beach	125.0	177
Merced	124.5	178
Lexington-Fayette	124.0	179
Reno	123.3	180
Wheeling	123.3	180
Jacksonville, N.C.	121.2	182
Gainesville	120.8	183
Anderson, S.C.	119.8	184
Muskegon	119.2	185
Colorado Springs	118.2	186
Galveston–Texas City	118.0	187
Bangor	114.1	188
Asheville	113.9	189
Lafayette, La.	113.9	189
Brownsville–Harlingen	113.6	191
Jackson, Mich.	112.8	192
Athens	112.0	193
Biloxi–Gulfport	110.5	194
Provo–Orem	110.3	195
Tallahassee	110.3	195
Lima	109.0	197
Montgomery	106.5	198
Savannah	106.2	199
Glens Falls	104.5	200
Total Top 200	**109,335.1**	
Fort Smith	104.1	201
Sharon	103.1	202
Springfield, Mo.	101.6	203
Medford	100.5	204
Parkersburg–Marietta	99.8	205
South Bend–Mishawaka	99.2	206
Burlington, Vt.	99.1	207
Green Bay	98.9	208
Albuquerque	98.0	209
Lake Charles	97.5	210
Steubenville–Weirton	97.4	211
Yuba City	96.5	212
Florence, Ala.	94.7	213
Joplin	94.4	214
Panama City	94.2	215
Jamestown–Dunkirk	92.9	216
Corpus Christi	92.3	217
Charlottesville	92.1	218
Boulder–Longmont	91.3	219
Racine	91.0	220
Pittsfield	90.5	221
Elkhart–Goshen	89.6	222
Anniston	89.5	223
Pascagoula	89.2	224
Monroe	87.1	225
Williamsport	87.1	225
Hagerstown	86.4	227
Waco	85.9	228
State College	85.4	229
Florence, S.C.	84.9	230
Springfield, Ill.	84.4	231
Redding	83.1	232
Shreveport	82.8	233
Battle Creek	82.5	234
Alexandria, La.	82.0	235
Eau Claire	81.0	236
Boise	80.9	237
Huntsville	80.4	238
Wausau	78.7	239
Altoona	78.5	240
Dothan	77.9	241
Cumberland	77.7	242
El Paso	77.7	242
Bellingham	76.7	244
Tyler	76.7	244
Lynchburg	76.4	246
Mansfield	75.4	247
Las Cruces	75.1	248
Tuscaloosa	73.3	249
Terre Haute	73.1	250
Total Top 250	**113,723.6**	
Greeley	71.5	251
Anderson, Ind.	70.9	252
Burlington, N.C.	69.2	253
Kankakee	68.5	254
Longview–Marshall	68.5	254
Texarkana	66.0	256
Wilmington, N.C.	65.4	257
Clarksville–Hopkinsville	64.4	258
Columbus, Ga.	64.3	259
Fort Collins–Loveland	62.5	260
Santa Fe	61.9	261
Elmira	61.6	262
Lafayette–West Lafayette	61.2	263
Cedar Rapids	60.2	264
Gadsden	57.2	265
Champaign–Urbana–Rantoul	56.2	266
Richland–Kennewick–Pasco	55.3	267
Danville, Va.	55.2	268
Sheboygan	54.4	269
Yuma	52.9	270
Decatur, Ala.	51.8	271
Janesville–Beloit	51.7	272
Kokomo	51.7	272
Bloomington, Ind.	48.6	274
Muncie	48.5	275
Kenosha	48.1	276
Fargo–Moorhead	47.2	277
La Crosse	47.1	278
Waterloo–Cedar Falls	45.5	279
Columbia, Mo.	43.6	280
Sherman–Denison	41.9	281
Fayetteville–Springdale	41.8	282
Lewiston–Auburn	41.5	283
Topeka	41.4	284
Vineland–Millville–Bridgeton	38.4	285
Bloomington–Normal	37.5	286
Iowa City	36.7	287
Lubbock	36.7	287
Rochester, Minn.	36.1	289
Albany, Ga.	34.6	290
Sioux City	34.5	291
Bismarck	34.4	292
Owensboro	33.6	293
Decatur, Ill.	33.0	294
Billings	32.1	295
Amarillo	31.3	296
Lawton	30.8	297
Jackson, Tenn.	29.1	298
Odessa	29.0	299
Dubuque	28.8	300
Pine Bluff	28.3	301
Rapid City	27.2	302
Wichita Falls	26.0	303
Pueblo	24.4	304
Cheyenne	23.2	305
Sioux Falls	23.2	305
Great Falls	22.5	307
Lincoln	21.8	308
Grand Forks	21.4	309
Victoria	19.3	310
Midland, Tex.	17.3	311
Lawrence, Kans.	16.4	312
Bryan–College Station	14.5	313
Casper	14.2	314
San Angelo	14.1	315
Abilene	13.0	316
Enid	11.2	317
St. Joseph	11.2	317
Laredo	10.5	319
Anchorage	.0	320
Total Above Areas	**116,517.6**	
Percent of U.S.	**100 0000**	
U.S. Total	**116.517.6**	

Total Population

Area	(Thous.)	Rank
Los Angeles–Long Beach	8,967.9	1
New York	8,592.1	2
Chicago	6,077.3	3
Philadelphia	4,886.9	4
Detroit	4,387.9	5
Washington	3,988.4	6
Boston–Lawrence–Salem–Lowell–Brockton	3,791.4	7
Houston	3,331.2	8
Atlanta	2,914.8	9
Riverside–San Bernardino	2,724.0	10
Nassau–Suffolk	2,616.2	11
Dallas	2,602.9	12
San Diego	2,562.9	13
Minneapolis–St. Paul	2,501.4	14
St. Louis	2,456.9	15
Anaheim–Santa Ana	2,451.1	16
Baltimore	2,404.9	17
Phoenix	2,169.7	18
Oakland	2,111.7	19
Tampa–St. Petersburg–Clearwater	2,110.1	20
Pittsburgh	2,047.2	21
Seattle	2,006.7	22
Miami–Hialeah	1,963.0	23
Cleveland	1,825.8	24
Newark	1,822.7	25
Denver	1,633.3	26
San Francisco	1,611.7	27
Kansas City	1,584.7	28
Sacramento	1,523.3	29
San Jose	1,512.9	30
Cincinnati	1,457.8	31
Milwaukee	1,436.8	32
Norfolk–Virginia Beach–Newport News	1,419.4	33
Columbus, Ohio	1,389.7	34
Fort Worth–Arlington	1,361.0	35
San Antonio	1,324.0	36
Fort Lauderdale–Hollywood–Pompano Beach	1,278.4	37
Bergen–Passaic	1,276.9	38
Indianapolis	1,258.1	39
Portland, Ore.	1,252.0	40
New Orleans	1,236.3	41
Charlotte–Gastonia–Rock Hill	1,181.4	42
Hartford–New Britain–Middletown–Bristol	1,130.7	43
Orlando	1,104.8	44
Salt Lake City–Ogden	1,083.2	45
Middlesex–Somerset–Hunterdon	1,031.4	46
Rochester, N.Y.	1,004.9	47
Monmouth–Ocean	1,000.9	48
Nashville	997.5	49
Memphis	990.6	50
Total Top 50	**115,396.8**	
Buffalo	966.3	51
Oklahoma City	962.1	52
Dayton–Springfield	953.8	53
Louisville	953.0	54
Greensboro–Winston-Salem–High Point	949.6	55
Jacksonville, Fla.	927.1	56
Providence–Pawtucket–Woonsocket	921.4	57
Birmingham	911.0	58
West Palm Beach–Boca Raton–Delray Beach	896.4	59
Albany–Schenectady–Troy	879.9	60
Richmond–Petersburg	875.4	61
Honolulu	842.6	62
Bridgeport–Stamford–Norwalk–Danbury	827.1	63
New Haven–Waterbury–Meriden	807.9	64
Austin	798.0	65
Las Vegas	773.4	66
Raleigh–Durham	750.2	67
Scranton–Wilkes-Barre	736.3	68
Worcester–Fitchburg–Leominster	717.5	69
Tulsa	711.0	70
Grand Rapids	696.2	71
Allentown–Bethlehem–Easton	692.3	72
Fresno	682.9	73
Oxnard–Ventura	680.7	74
Tucson	677.9	75
Syracuse	661.0	76
Akron	658.6	77
Greenville–Spartanburg	647.5	78
Omaha	621.3	79
Toledo	614.8	80
Knoxville	608.4	81
Springfield, Mass.	606.6	82
Gary–Hammond	603.2	83
El Paso	602.6	84
Tacoma	594.7	85
Harrisburg–Lebanon–Carlisle	591.5	86
Wilmington, Del.	584.4	87
Bakersfield	558.9	88
Jersey City	550.9	89
Baton Rouge	528.2	90
Lake County, Ill.	525.8	91
Little Rock–North Little Rock	516.1	92
Charleston, S.C.	515.5	93
New Bedford–Fall River–Attleboro	509.1	94
Albuquerque	491.3	95
Stockton	490.6	96
Youngstown–Warren	490.2	97
Mobile	479.4	98
Vallejo–Fairfield–Napa	467.0	99
Wichita	458.6	100
Total Top 100	**149,963.0**	
Columbia, S.C.	458.3	101
Johnson City–Kingsport–Bristol	436.4	102
Chattanooga	435.2	103
Lansing–East Lansing	434.5	104
Lancaster	429.6	105
Flint	429.1	106
York	421.6	107
Lakeland–Winter Haven	411.9	108
Melbourne–Titusville–Palm Bay	408.8	109
Colorado Springs	405.0	110
Augusta	400.1	111
Saginaw–Bay City–Midland	398.5	112
Santa Rosa–Petaluma	397.7	113
Jackson, Miss.	397.4	114
Des Moines	396.0	115
Canton	394.2	116
Joliet	393.1	117
McAllen–Edinburg–Mission	393.0	118
Modesto	384.4	119
Daytona Beach	379.8	120
Santa Barbara–Santa Maria–Lompoc	373.5	121
Madison	370.4	122
Fort Wayne	365.8	123
Aurora–Elgin	363.4	124
Salinas–Seaside–Monterey	363.1	125
Spokane	362.2	126
Beaumont–Port Arthur	359.1	127
Portsmouth–Dover–Rochester	356.6	128
Lexington-Fayette	351.1	129
Corpus Christi	350.5	130
Pensacola	348.8	131
Davenport–Rock Island–Moline	348.4	132
Fort Myers–Cape Coral	345.2	133
Manchester–Nashua	341.3	134
Reading	338.8	135
Peoria	338.1	136
Shreveport	333.0	137
Trenton	328.1	138
Atlantic City	323.0	139
Visalia–Tulare–Porterville	318.7	140
Appleton–Oshkosh–Neenah	317.5	141
Utica–Rome	316.3	142
Orange County, N.Y.	312.7	143
Huntington–Ashland	310.7	144
Montgomery	294.6	145
Hamilton–Middletown	294.2	146
Ann Arbor	284.8	147
Eugene–Springfield	284.3	148
Rockford	284.2	149
Macon–Warner Robins	284.0	150
Total Top 150	**168,130.0**	
Sarasota	282.7	151
Salem, Ore.	280.5	152
Evansville	279.2	153
Fayetteville, N.C.	275.8	154
Erie	275.1	155
Lorain–Elyria	271.3	156
Provo–Orem	266.4	157
Binghamton	264.4	158
Brownsville–Harlingen	263.0	159
Poughkeepsie	262.2	160
Reno	260.0	161
Fort Pierce	258.9	162
Killeen–Temple	258.2	163
New London–Norwich	256.2	164
Charleston, W.Va.	249.2	165
South Bend–Mishawaka	247.7	166
Portland, Me.	245.3	167
Savannah	244.6	168
Columbus, Ga.	244.5	169
Springfield, Mo.	243.3	170
Huntsville	242.7	171
Vancouver	242.3	172
Johnstown	239.7	173
Duluth	238.5	174
Tallahassee	237.3	175
Santa Cruz	233.1	176
Boulder–Longmont	227.3	177
Anchorage	226.8	178
Roanoke	224.8	179
Kalamazoo	224.5	180
Lubbock	224.1	181
Hickory–Morganton	223.4	182
Niagara Falls	220.6	183
Galveston–Texas City	218.3	184
Bradenton	215.6	185
Lincoln	215.4	186
Boise	208.1	187
Lafayette, La.	208.0	188
Gainesville	206.6	189
Ocala	200.5	190
Biloxi–Gulfport	197.5	191
Green Bay	196.2	192
Bremerton	194.2	193
St. Cloud	193.1	194
Brazoria	192.7	195
Fort Collins–Loveland	190.7	196
Yakima	190.0	197
Springfield, Ill.	189.9	198
Waco	189.9	198
Amarillo	188.0	200
Total Top 200	**179,758.3**	
Chico	185.3	201
Beaver County, Pa.	185.0	202
Houma–Thibodaux	182.2	203
Merced	181.8	204
Fort Smith	177.3	205
Asheville	175.9	206
Racine	175.6	207
Champaign–Urbana–Rantoul	173.4	208
Clarksville–Hopkinsville	170.6	209
Cedar Rapids	169.3	210
Lake Charles	168.1	211
Olympia	164.5	212
Longview–Marshall	162.6	213
Topeka	162.0	214
Benton Harbor	161.4	215
Muskegon	159.6	216
Athens	158.1	217
Wheeling	157.8	218
Elkhart–Goshen	157.6	219
Naples	157.4	220
Lima	154.6	221
Fargo–Moorhead	154.4	222
Tyler	152.9	223
Redding	151.6	224
Tuscaloosa	151.6	224
Jacksonville, N.C.	151.5	226
Jackson, Mich.	150.4	227
Richland–Kennewick–Pasco	150.3	228
Parkersburg–Marietta	148.4	229
Medford	148.0	230
Bangor	147.5	231
Fort Walton Beach	146.9	232
Anderson, S.C.	146.2	233
Waterloo–Cedar Falls	145.4	234
Lynchburg	142.3	235
Monroe	141.9	236
Jamestown–Dunkirk	141.4	237
Steubenville–Weirton	141.2	238
Janesville–Beloit	139.3	239
Pittsfield	139.0	240
Burlington, Vt.	138.7	241
Las Cruces	138.6	242
Vineland–Millville–Bridgeton	138.5	243
Eau Claire	138.2	244
Battle Creek	136.1	245
Joplin	135.6	246
Laredo	135.6	246
Charlottesville	132.6	248
Greeley	132.3	249
Dothan	131.9	250
Total Top 250	**187,446.7**	
Lafayette–West Lafayette	131.2	251
Florence, Ala.	131.1	252
Alexandria, La.	131.0	253
Altoona	130.3	254
Terre Haute	130.3	254
Anderson, Ind.	130.1	256
Bloomington–Normal	130.1	256
Bellingham	129.6	258
Panama City	129.2	259
Kenosha	129.0	260
Mansfield	126.0	261
Sioux Falls	125.1	262
State College	124.6	263
Yuba City	124.4	264
Pueblo	123.1	265
Bryan–College Station	122.9	266
Hagerstown	122.1	267
Wichita Falls	122.0	268
Wilmington, N.C.	121.4	269
Sharon	120.5	270
Texarkana	120.4	271
Glens Falls	119.6	272
Abilene	119.5	273
Muncie	119.3	274
Williamsport	119.1	275
Santa Fe	118.7	276
Odessa	118.0	277
Anniston	116.2	278
Decatur, Ill.	116.2	278
Wausau	115.9	280
Pascagoula	115.1	281
Sioux City	115.0	282
Florence, S.C.	114.8	283
Fayetteville–Springdale	114.6	284
Columbia, Mo.	113.1	285
Billings	113.0	286
Albnny, Ga.	112.3	287
Lawton	111.2	288
Bloomington, Ind.	109.6	289
Burlington, N.C.	109.0	290
Yuma	108.9	291
Danville, Va.	108.4	292
Rochester, Minn.	107.6	293
Midland, Tex.	107.4	294
Lewiston–Auburn	106.1	295
Sheboygan	104.2	296
Cumberland	101.3	297
Decatur, Ala.	101.1	298
Gadsden	99.7	299
San Angelo	99.3	300
La Crosse	98.4	301
Iowa City	96.9	302
Kokomo	96.3	303
Kankakee	96.0	304
Elmira	95.4	305
Sherman–Denison	95.0	306
Owensboro	87.2	307
Dubuque	86.2	308
Pine Bluff	85.4	309
Bismarck	83.8	310
Lawrence, Kans.	82.9	311
St. Joseph	82.8	312
Rapid City	82.4	313
Jackson, Tenn.	78.1	314
Great Falls	77.5	315
Victoria	74.3	316
Cheyenne	73.3	317
Grand Forks	71.0	318
Casper	60.2	319
Enid	55.7	320
Total Above Areas	**194,994.1**	
Percent of U.S.	**77.7451**	
U.S. Total	**250,812.0**	

Black Population

Area	(Thous.)	Rank
New York	2,535.6	1
Chicago	1,352.6	2
Los Angeles–Long Beach	1,070.2	3
Washington	1,067.5	4
Philadelphia	961.3	5
Detroit	952.0	6
Atlanta	762.6	7
Houston	632.0	8
Baltimore	622.9	9
Newark	433.7	10
New Orleans	433.3	11
Dallas	429.6	12
St. Louis	425.1	13
Miami–Hialeah	410.6	14
Norfolk–Virginia Beach–Newport News	407.0	15
Memphis	403.1	16
Cleveland	358.0	17
Oakland	314.2	18
Boston–Lawrence–Salem–Lowell–Brockton	256.6	19
Richmond–Petersburg	255.7	20
Birmingham	246.7	21
Charlotte–Gastonia–Rock Hill	236.1	22
Kansas City	203.9	23
Milwaukee	202.6	24
Fort Lauderdale–Hollywood–Pompano Beach	201.4	25
Nassau–Suffolk	200.7	26
Riverside–San Bernardino	200.5	27
Cincinnati	191.9	28
Tampa–St. Petersburg–Clearwater	190.2	29
Raleigh–Durham	187.0	30
Jacksonville, Fla.	185.2	31
Greensboro–Winston-Salem–High Point	184.2	32
Indianapolis	174.0	33
San Diego	173.8	34
Jackson, Miss.	169.0	35
Pittsburgh	168.7	36
Columbus, Ohio	167.3	37
Baton Rouge	157.3	38
Charleston, S.C.	155.9	39
Nashville	153.9	40
Fort Worth–Arlington	150.3	41
Columbia, S.C.	140.1	42
Orlando	138.7	43
Mobile	130.9	44
Dayton–Springfield	127.3	45
Louisville	125.3	46
San Francisco	124.9	47
Augusta	124.8	48
Gary–Hammond	118.0	49
Shreveport	117.0	50
Total Top 50	**19,131.2**	
Bergen–Passaic	116.0	51
Greenville–Spartanburg	112.7	52
West Palm Beach–Boca Raton–Delray Beach	112.5	53
Buffalo	112.0	54
Sacramento	108.8	55
Montgomery	106.3	56
Hartford–New Britain–Middletown–Bristol	104.1	57
Oklahoma City	103.4	58
Little Rock–North Little Rock	102.7	59
Denver	99.9	60
Macon–Warner Robins	98.8	61
Rochester, N.Y.	97.7	62
Minneapolis–St. Paul	94.0	63
Columbus, Ga.	93.1	64
San Antonio	92.3	65
Fayetteville, N.C.	89.4	66
Wilmington, Del.	87.9	67
Savannah	86.9	68
New Haven–Waterbury–Meriden	85.6	69
Beaumont–Port Arthur	85.1	70
Flint	85.0	71
Bridgeport–Stamford–Norwalk–Danbury	84.9	72
Jersey City	84.4	73
Seattle	83.9	74
Phoenix	79.9	75
Austin	77.4	76
Las Vegas	75.1	77
Middlesex–Somerset–Hunterdon	75.1	77
Tallahassee	71.3	79
Toledo	70.7	80
Akron	65.7	81
Trenton	63.8	82
Monmouth–Ocean	61.0	83
San Jose	60.1	84
Tulsa	58.9	85
Chattanooga	58.4	86
Pensacola	56.6	87
Lakeland–Winter Haven	55.3	88
Youngstown–Warren	55.3	88
Omaha	52.4	90
Killeen–Temple	52.1	91
Albany, Ga.	51.9	92
Lafayette, La.	51.5	93
Vallejo–Fairfield–Napa	51.0	94
Huntsville	49.0	95
Anaheim–Santa Ana	46.3	96
Atlantic City	46.2	97
Florence, S.C.	44.6	98
Monroe	44.2	99
Tacoma	43.8	100
Total Top 100	**22,976.2**	
Grand Rapids	43.1	101
Albany–Schenectady–Troy	42.6	102
Springfield, Mass.	41.5	103
Harrisburg–Lebanon–Carlisle	40.8	104
Syracuse	40.1	105
Providence–Pawtucket–Woonsocket	39.8	106
Saginaw–Bay City–Midland	39.8	106
Portland, Ore.	39.7	108
Joliet	39.6	109
Tuscaloosa	39.6	109
Gainesville	39.5	111
Galveston–Texas City	38.6	112
Lake Charles	38.6	112
Fresno	37.9	114
Lexington-Fayette	37.5	115
Wichita	37.5	115
Pine Bluff	37.1	117
Alexandria, La.	36.8	118
Knoxville	36.6	119
Lake County, Ill.	36.4	120
Longview–Marshall	36.2	121
Clarksville–Hopkinsville	35.4	122
Biloxi–Gulfport	35.1	123
Bakersfield	34.7	124
Danville, Va.	34.4	125
Daytona Beach	34.1	126
Lansing–East Lansing	32.6	127
Ann Arbor	32.2	128
Melbourne–Titusville–Palm Bay	32.2	128
Tyler	32.1	130
Fort Pierce	31.6	131
Fort Wayne	31.0	132
Jacksonville, N.C.	30.8	133
Lynchburg	30.2	134
Colorado Springs	30.1	135
Waco	30.1	135
Athens	29.4	137
Stockton	28.8	138
Dothan	28.2	139
Roanoke	27.8	140
Honolulu	26.9	141
Houma–Thibodaux	26.8	142
Texarkana	26.5	143
Salinas–Seaside–Monterey	25.7	144
Peoria	25.5	145
Canton	25.3	146
Ocala	25.3	146
Vineland–Millville–Bridgeton	25.3	146
Benton Harbor	25.1	149
South Bend–Mishawaka	24.6	150
Total Top 150	**24,653.3**	
Anderson, S.C.	24.3	151
Jackson, Tenn.	24.3	151
Wilmington, N.C.	24.2	153
Pascagoula	23.7	154
Rockford	23.7	154
Orange County, N.Y.	23.6	156
El Paso	23.1	157
Tucson	23.0	158
Fort Myers–Cape Coral	22.9	159
Poughkeepsie	22.6	160
Muskegon	22.0	161
Anniston	21.7	162
Lorain–Elyria	21.7	162
Burlington, N.C.	21.0	164
Aurora–Elgin	20.6	165
Kalamazoo	20.4	166
Lawton	20.4	166
Davenport–Rock Island–Moline	19.5	168
Charlottesville	19.1	169
Lubbock	17.9	170
Hickory–Morganton	17.7	171
Racine	17.6	172
Worcester–Fitchburg–Leominster	17.1	173
Oxnard–Ventura	17.0	174
Bradenton	16.8	175
Brazoria	16.8	175
Champaign–Urbana–Rantoul	16.8	175
Evansville	16.2	178
Florence, Ala.	16.2	178
Des Moines	15.2	180
Allentown–Bethlehem–Easton	15.1	181
Anchorage	15.0	182
Utica–Rome	14.8	183
Albuquerque	14.6	184
Battle Creek	14.6	184
Erie	14.6	184
Springfield, Ill.	14.6	184
Kankakee	14.5	188
Asheville	14.4	189
Corpus Christi	14.2	190
Decatur, Ill.	14.2	190
Bryan–College Station	14.1	192
Charleston, W.Va.	13.9	193
Panama City	13.9	193
Gadsden	13.8	195
Topeka	13.8	195
Fort Walton Beach	13.4	197
Hamilton–Middletown	13.2	198
New London–Norwich	12.8	199
York	12.6	200
Total Top 200	**25,542.5**	
Lima	12.5	201
Jackson, Mich.	12.2	202
Niagara Falls	12.2	202
Sarasota	12.2	202
Lancaster	11.9	205
Santa Barbara–Santa Maria–Lompoc	11.9	205
Wichita Falls	11.5	207
Salt Lake City–Ogden	11.2	208
Madison	11.0	209
Reading	11.0	209
Beaver County, Pa.	10.4	211
Amarillo	10.2	212
Decatur, Ala.	10.2	212
Mansfield	10.1	214
Anderson, Ind.	9.9	215
Merced	9.5	216
Johnson City–Kingsport–Bristol	8.9	217
Waterloo–Cedar Falls	8.6	218
Columbia, Mo.	8.5	219
Midland, Tex.	8.5	219
New Bedford–Fall River–Attleboro	8.5	219
Scranton–Wilkes-Barre	8.0	222
Abilene	7.8	223
Naples	7.6	224
Hagerstown	7.5	225
Elkhart–Goshen	7.2	226
Modesto	7.2	226
Muncie	7.2	226
Fort Smith	6.9	229
Janesville–Beloit	6.8	230
Huntington–Ashland	6.7	231
Sherman–Denison	6.6	232
Terre Haute	6.1	233
Reno	6.0	234
Santa Rosa–Petaluma	5.9	235
Sharon	5.9	235
Bloomington–Normal	5.7	237
Odessa	5.7	237
Kenosha	5.6	239
Elmira	5.5	240
Steubenville–Weirton	5.5	240
Visalia–Tulare–Porterville	5.5	240
Bremerton	5.4	243
Spokane	5.2	244
Victoria	5.1	245
Binghamton	4.8	246
Lincoln	4.8	246
Kokomo	4.4	248
San Angelo	4.4	248
Johnstown	3.9	250
Total Top 250	**25,938.3**	
Springfield, Mo.	3.9	250
Yuba City	3.7	252
Owensboro	3.6	253
Cedar Rapids	3.4	254
Lawrence, Kans.	3.4	254
Yuma	3.4	254
Manchester–Nashua	3.2	257
Wheeling	3.2	257
Olympia	3.1	259
Vancouver	3.1	259
Portsmouth–Dover–Rochester	3.0	261
Santa Cruz	3.0	261
Bloomington, Ind.	2.9	263
State College	2.9	263
Williamsport	2.9	263
Lafayette–West Lafayette	2.7	266
Yakima	2.7	266
Glens Falls	2.6	268
Jamestown–Dunkirk	2.6	268
Pittsfield	2.6	268
Richland–Kennewick–Pasco	2.6	268
St. Joseph	2.6	268
Chico	2.5	273
Salem, Ore.	2.5	273
Pueblo	2.4	275
Cheyenne	2.3	276
Cumberland	2.3	276
Eugene–Springfield	2.2	278
Las Cruces	2.2	278
Sioux City	2.1	280
Boulder–Longmont	2.0	281
Enid	2.0	281
Iowa City	2.0	281
Fayetteville–Springdale	1.7	284
Parkersburg–Marietta	1.6	285
Portland, Me.	1.6	285
Grand Forks	1.5	287
Duluth	1.3	288
Joplin	1.3	288
Rapid City	1.3	288
Fort Collins–Loveland	1.2	291
Altoona	1.1	292
Great Falls	1.1	292
Green Bay	1.1	292
Redding	1.1	292
Appleton–Oshkosh–Neenah	1.0	296
Boise	1.0	296
McAllen–Edinburg–Mission	1.0	296
Brownsville–Harlingen	.9	299
Burlington, Vt.	.9	299
Rochester, Minn.	.8	301
St. Cloud	.8	301
Santa Fe	.8	301
Sioux Falls	.8	301
Bellingham	.7	305
Bangor	.6	306
Greeley	.6	306
Billings	.5	308
Casper	.5	308
Fargo–Moorhead	.5	308
La Crosse	.5	308
Lewiston–Auburn	.5	308
Sheboygan	.5	308
Dubuque	.4	314
Medford	.4	314
Provo–Orem	.4	314
Eau Claire	.3	317
Laredo	.2	318
Bismarck	.1	319
Wausau	.1	319
Total Above Areas	**26,060.6**	
Percent of U.S.	**84.1838**	
U.S. Total	**30,956.8**	

Hispanic Population

Area	(Thous.)	Rank
Los Angeles–Long Beach	3,447.9	1
New York	1,927.6	2
Miami–Hialeah	982.6	3
Chicago	751.5	4
Riverside–San Bernardino	731.3	5
Houston	727.5	6
San Antonio	633.0	7
Anaheim–Santa Ana	586.8	8
San Diego	532.0	9
El Paso	422.0	10
Dallas	383.9	11
Phoenix	356.8	12
McAllen–Edinburg–Mission	335.9	13
San Jose	321.2	14
Oakland	280.2	15
Fresno	244.5	16
San Francisco	238.3	17
Washington	235.3	18
Brownsville–Harlingen	216.1	19
Denver	214.1	20
Boston–Lawrence–Salem–Lowell–Brockton	193.7	21
Newark	193.0	22
Jersey City	185.7	23
Corpus Christi	183.0	24
Albuquerque	182.4	25
Oxnard–Ventura	182.1	26
Philadelphia	179.0	27
Sacramento	178.9	28
Nassau–Suffolk	170.4	29
Tucson	167.4	30
Austin	164.5	31
Bakersfield	158.3	32
Fort Worth–Arlington	156.2	33
Bergen–Passaic	152.1	34
Tampa–St. Petersburg–Clearwater	144.4	35
Laredo	127.5	36
Visalia–Tulare–Porterville	125.2	37
Salinas–Seaside–Monterey	123.8	38
Stockton	116.1	39
Fort Lauderdale–Hollywood–Pompano Beach	114.0	40
Orlando	102.1	41
Santa Barbara–Santa Maria–Lompoc	101.0	42
Las Vegas	87.7	43
Detroit	86.4	44
Modesto	85.3	45
Hartford–New Britain–Middletown–Bristol	79.2	46
Las Cruces	78.5	47
Middlesex–Somerset–Hunterdon	74.2	48
Bridgeport–Stamford–Norwalk–Danbury	72.6	49
West Palm Beach–Boca Raton–Delray Beach	70.4	50
Total Top 50	**17,603.6**	
Vallejo–Fairfield–Napa	64.5	51
Salt Lake City–Ogden	63.2	52
Atlanta	60.3	53
Merced	59.9	54
Honolulu	57.1	55
Seattle	56.9	56
New Orleans	53.4	57
New Haven–Waterbury–Meriden	52.8	58
Milwaukee	52.6	59
Lubbock	51.9	60
Springfield, Mass.	51.8	61
Santa Fe	51.4	62
Gary–Hammond	48.7	63
Santa Cruz	48.3	64
Aurora–Elgin	47.2	65
Yakima	46.6	66
Kansas City	46.3	67
Providence–Pawtucket–Woonsocket	46.0	68
Portland, Ore.	45.7	69
Yuma	45.0	70
Pueblo	44.4	71
Santa Rosa–Petaluma	43.1	72
Lake County, Ill.	40.2	73
Minneapolis–St. Paul	38.7	74
Odessa	37.9	75
Monmouth–Ocean	37.7	76
Colorado Springs	35.3	77
Oklahoma City	35.2	78
Brazoria	34.5	79
Cleveland	34.5	79
Worcester–Fitchburg–Leominster	34.5	79
Norfolk–Virginia Beach–Newport News	33.4	82
Rochester, N.Y.	32.1	83
Killeen–Temple	31.9	84
Galveston–Texas City	31.4	85
Baltimore	30.9	86
Allentown–Bethlehem–Easton	30.0	87
Greeley	28.0	88
St. Louis	26.4	89
Amarillo	26.1	90
San Angelo	26.0	91
Victoria	25.5	92
Waco	24.2	93
Reno	24.1	94
Grand Rapids	23.3	95
Jacksonville, Fla.	23.3	95
Midland, Tex.	23.3	95
Buffalo	22.9	98
Orange County, N.Y.	22.4	99
Salem, Ore.	21.8	100
Total Top 100	**19,576.2**	
Naples	21.6	101
Joliet	21.2	102
Tacoma	21.2	102
Toledo	20.7	104
Richland–Kennewick–Pasco	20.6	105
Trenton	20.4	106
Vineland–Millville–Bridgeton	18.8	107
Atlantic City	18.7	108
Wichita	18.7	108
Saginaw–Bay City–Midland	17.9	110
Yuba City	17.9	110
Reading	17.8	112
Abilene	17.7	113
Lansing–East Lansing	17.3	114
Bryan–College Station	17.1	115
Lakeland–Winter Haven	17.1	115
Omaha	16.7	117
Albany–Schenectady–Troy	16.4	118
Lancaster	16.2	119
Fort Myers–Cape Coral	15.8	120
Daytona Beach	15.7	121
Boulder–Longmont	15.5	122
Beaumont–Port Arthur	15.4	123
Lorain–Elyria	15.4	123
Tulsa	14.9	125
Wilmington, Del.	14.3	126
Chico	14.1	127
New Bedford–Fall River–Attleboro	13.8	128
Fayetteville, N.C.	13.6	129
Davenport–Rock Island–Moline	13.3	130
Melbourne–Titusville–Palm Bay	12.8	131
Fort Collins–Loveland	12.6	132
Pittsburgh	11.8	133
Columbus, Ohio	11.6	134
Indianapolis	11.3	135
Fort Pierce	11.2	136
Charlotte–Gastenia–Rock Hill	11.0	137
Wichita Falls	10.7	138
Harrisburg–Lebanon–Carlisle	10.6	139
Poughkeepsie	10.1	140
Rockford	10.1	140
Bradenton	9.9	142
Richmond–Petersburg	9.5	143
Anchorage	9.4	144
Raleigh–Durham	9.4	144
Tyler	9.3	146
Racine	9.2	147
Syracuse	9.2	147
Flint	9.0	149
New London–Norwich	8.7	150
Total Top 150	**20,299.4**	
Provo–Orem	8.7	150
Jacksonville, N.C.	8.2	152
Memphis	8.0	153
Cincinnati	7.9	154
Topeka	7.9	154
Nashville	7.8	156
Charleston, S.C.	7.6	157
Columbus, Ga.	7.6	157
Youngstown–Warren	7.5	159
Baton Rouge	7.4	160
Gainesville	7.4	160
Cheyenne	7.3	162
Dayton–Springfield	7.3	162
Greensboro–Winston-Salem–High Point	7.2	164
Spokane	7.1	165
Eugene–Springfield	7.0	166
Lawton	7.0	166
Des Moines	6.8	168
York	6.6	169
Bremerton	6.4	170
Fort Wayne	6.4	170
Pensacola	6.4	170
Utica–Rome	6.4	170
Ocala	6.2	174
Medford	6.1	175
Sarasota	6.1	175
Vancouver	6.1	175
Columbia, S.C.	6.0	178
Manchester–Nashua	6.0	178
Ann Arbor	5.9	180
Madison	5.9	180
Redding	5.9	180
Scranton–Wilkes-Barre	5.9	180
Tallahassee	5.9	180
Kenosha	5.8	185
Louisville	5.8	185
Boise	5.7	187
Clarksville–Hopkinsville	5.7	187
Augusta	5.6	189
South Bend–Mishawaka	5.3	190
Greenville–Spartanburg	5.2	191
Longview–Marshall	5.2	191
Olympia	5.1	193
Fort Walton Beach	4.6	194
Shreveport	4.3	195
Jamestown–Dunkirk	4.2	196
Little Rock–North Little Rock	4.2	196
Mobile	4.2	196
Kalamazoo	4.1	199
Lincoln	4.0	200
Total Top 200	**20,612.3**	
Birmingham	3.9	201
Sioux City	3.9	201
Akron	3.8	203
Bellingham	3.8	203
Muskegon	3.7	205
Peoria	3.7	205
Champaign–Urbana–Rantoul	3.6	207
Biloxi–Gulfport	3.5	208
Erie	3.5	208
Portsmouth–Dover–Rochester	3.4	210
Billings	3.2	211
Knoxville	3.2	211
Lexington-Fayette	3.2	211
Huntsville	3.1	214
Elkhart–Goshen	3.0	215
Lafayette, La.	3.0	215
Savannah	3.0	215
Binghamton	2.9	218
Macon–Warner Robins	2.9	218
Sherman–Denison	2.9	218
Canton	2.8	221
Benton Harbor	2.7	222
Battle Creek	2.6	223
Houma–Thibodaux	2.6	223
Chattanooga	2.5	225
Jackson, Mich.	2.4	226
Appleton–Oshkosh–Neenah	2.3	227
Panama City	2.3	227
Casper	2.2	229
Fort Smith	2.2	229
Lawrence, Kans.	2.2	229
Athens	2.1	232
Lafayette–West Lafayette	2.1	232
Montgomery	2.1	232
Niagara Falls	2.1	232
Kankakee	2.0	236
Springfield, Mo.	2.0	236
Fargo–Moorhead	1.9	238
Glens Falls	1.9	238
Jackson, Miss.	1.9	238
Janesville–Beloit	1.8	241
Lake Charles	1.8	241
Rapid City	1.8	241
Bloomington–Normal	1.7	244
Dothan	1.7	244
Johnson City–Kingsport–Bristol	1.7	244
St. Joseph	1.7	244
Sheboygan	1.7	244
Texarkana	1.7	244
Cedar Rapids	1.6	250
Total Top 250	**20,741.6**	
Fayetteville–Springdale	1.6	250
Green Bay	1.6	250
Portland, Me.	1.6	250
Alexandria, La.	1.5	254
Elmira	1.5	254
Hamilton–Middletown	1.5	254
Hickory–Morganton	1.5	254
Iowa City	1.5	254
Lima	1.5	254
Bloomington, Ind.	1.4	260
Charlottesville	1.4	260
Great Falls	1.4	260
Pittsfield	1.4	260
Roanoke	1.4	260
State College	1.4	260
Anniston	1.3	266
Evansville	1.3	266
Springfield, Ill.	1.3	266
Asheville	1.2	269
Burlington, Vt.	1.2	269
Columbia, Mo.	1.2	269
Duluth	1.2	269
Huntington–Ashland	1.2	269
Johnstown	1.2	269
Joplin	1.2	269
Kokomo	1.2	269
Monroe	1.2	269
Beaver County, Pa.	1.1	278
Enid	1.1	278
Grand Forks	1.1	278
Terre Haute	1.1	278
Charleston, W.Va.	1.0	282
Pascagoula	1.0	282
Rochester, Minn.	1.0	282
Waterloo–Cedar Falls	1.0	282
Albany, Ga.	.9	286
Anderson, Ind.	.9	286
Hagerstown	.9	286
Lynchburg	.9	286
Mansfield	.9	286
Muncie	.9	286
St. Cloud	.9	286
Tuscaloosa	.9	286
Wilmington, N.C.	.9	286
Lewiston–Auburn	.8	295
Bangor	.7	296
Burlington, N.C.	.7	296
La Crosse	.7	296
Sioux Falls	.7	296
Steubenville–Weirton	.7	296
Williamsport	.7	296
Decatur, Ala.	.6	302
Eau Claire	.6	302
Anderson, S.C.	.5	304
Danville, Va.	.5	304
Decatur, Ill.	.5	304
Florence, Ala.	.5	304
Florence, S.C.	.5	304
Parkersburg–Marietta	.5	304
Sharon	.5	304
Wausau	.5	304
Wheeling	.5	304
Altoona	.4	313
Bismarck	.4	313
Cumberland	.4	313
Dubuque	.4	313
Jackson, Tenn.	.4	313
Pine Bluff	.4	313
Gadsden	.3	319
Owensboro	.3	319
Total Above Areas	**20,808.7**	
Percent of U.S.	**90.5391**	
U.S. Total	**22,983.1**	

Population Under Age 6

Area	(Thous.)	Rank
Los Angeles–Long Beach	903.5	1
New York	723.4	2
Chicago	562.8	3
Philadelphia	434.2	4
Detroit	407.8	5
Washington	353.6	6
Houston	351.5	7
Riverside–San Bernardino	312.8	8
Boston–Lawrence–Salem–Lowell–Brockton	310.2	9
Atlanta	275.3	10
Dallas	267.8	11
Minneapolis–St. Paul	249.2	12
San Diego	243.6	13
St. Louis	228.4	14
Anaheim–Santa Ana	227.6	15
Baltimore	219.5	16
Phoenix	212.6	17
Nassau–Suffolk	210.4	18
Oakland	193.9	19
Seattle	180.2	20
Miami–Hialeah	173.3	21
Cleveland	159.3	22
Denver	157.1	23
Tampa–St. Petersburg–Clearwater	156.0	24
Pittsburgh	155.1	25
Newark	153.0	26
Kansas City	149.6	27
Sacramento	147.2	[illegible]
Norfolk–Virginia Beach–Newport News	144.5	[illegible]
Cincinnati	[illegible]	[illegible]
Fort Worth–Arlington	140.5	31
San Jose	137.8	32
San Antonio	136.5	33
Milwaukee	135.4	34
Salt Lake City–Ogden	130.1	35
Columbus, Ohio	127.4	36
Indianapolis	119.0	37
New Orleans	118.4	38
San Francisco	114.9	39
Portland, Ore.	112.1	40
Charlotte–Gastonia–Rock Hill	105.4	41
Bergen–Passaic	99.2	42
Memphis	98.2	43
Orlando	98.1	44
Fort Lauderdale–Hollywood–Pompano Beach	97.9	45
Hartford–New Britain–Middletown–Bristol	93.7	46
Rochester, N.Y.	93.3	47
Jacksonville, Fla.	89.2	48
Oklahoma City	88.8	49
Nashville	88.0	50
Total Top 50	**10,627.9**	
Middlesex–Somerset–Hunterdon	84.9	51
Dayton–Springfield	84.1	52
Monmouth–Ocean	84.0	53
Buffalo	81.5	54
Louisville	79.8	55
Fresno	78.7	56
Birmingham	78.4	57
Richmond–Petersburg	77.4	58
Greensboro–Winston-Salem–High Point	76.6	59
Honolulu	76.2	60
Austin	76.1	61
Providence–Pawtucket–Woonsocket	75.3	62
Grand Rapids	74.5	63
Albany–Schenectady–Troy	73.9	64
Las Vegas	72.5	65
New Haven–Waterbury–Meriden	69.4	66
Bridgeport–Stamford–Norwalk–Danbury	68.9	67
West Palm Beach–Boca Raton–Delray Beach	67.3	68
Oxnard–Ventura	67.2	69
El Paso	66.9	70
Bakersfield	66.3	71
Tulsa	66.3	71
Worcester–Fitchburg–Leominster	65.7	73
Raleigh–Durham	63.2	74
Tucson	62.2	75
Omaha	62.1	76
Syracuse	60.8	77
Tacoma	60.3	78
Allentown–Bethlehem–Easton	57.2	79
Toledo	56.9	80
Akron	56.1	81
Scranton–Wilkes-Barre	56.0	82
Lake County, Ill.	54.7	83
Charleston, S.C.	54.3	84
Greenville–Spartanburg	54.0	85
Gary–Hammond	53.0	86
Stockton	53.0	86
Baton Rouge	51.8	88
Springfield, Mass.	51.8	88
Wilmington, Del.	51.7	90
Harrisburg–Lebanon–Carlisle	47.9	91
Wichita	47.5	92
Vallejo–Fairfield–Napa	47.4	93
Little Rock–North Little Rock	47.0	94
Knoxville	46.8	95
Albuquerque	46.7	96
McAllen–Edinburg–Mission	45.5	97
Mobile	45.1	98
Jersey City	44.2	99
New Bedford–Fall River–Attleboro	44.1	100
Total Top 100	**13,761.1**	
Modesto	43.2	101
Colorado Springs	42.1	102
Lancaster	41.5	103
Flint	40.9	104
Youngstown–Warren	40.2	105
Columbia, S.C.	39.7	106
Joliet	39.5	107
Lansing–East Lansing	39.3	108
Augusta	38.9	109
Salinas–Seaside–Monterey	38.9	109
Aurora–Elgin	38.6	111
Jackson, Miss.	37.7	112
Saginaw–Bay City–Midland	36.9	113
Visalia–Tulare–Porterville	36.8	114
Des Moines	36.7	115
York	36.3	116
Corpus Christi	35.9	117
Santa Rosa–Petaluma	35.8	118
Fort Wayne	35.5	119
Chattanooga	35.4	120
Lakeland–Winter Haven	35.2	121
Provo–Orem	34.9	122
Portsmouth–Dover–Rochester	34.4	123
Canton	[illegible]	124
Manchester–Nashua	[illegible]	125
Santa Barbara–Santa Maria–Lompoc	[illegible]	126
Melbourne–Titusville–Palm Bay	33.1	127
Spokane	33.1	127
Shreveport	33.0	129
Beaumont–Port Arthur	32.7	130
Pensacola	32.1	131
Madison	31.9	132
Orange County, N.Y.	31.9	132
Davenport–Rock Island–Moline	31.2	134
Johnson City–Kingsport–Bristol	30.9	135
Fayetteville, N.C.	30.2	136
Appleton–Oshkosh–Neenah	30.1	137
Lexington-Fayette	29.5	138
Peoria	29.3	139
Brownsville–Harlingen	29.0	140
Killeen–Temple	29.0	140
Reading	27.9	142
Atlantic City	27.5	143
Montgomery	27.4	144
Utica–Rome	27.2	145
Macon–Warner Robins	27.0	146
Trenton	26.9	147
Daytona Beach	26.8	148
Hamilton–Middletown	[illegible]	148
Rockford	[illegible]	150
Total Top 150	**15,446.6**	
Anchorage	26.3	151
Salem, Ore.	25.3	152
Fort Myers–Cape Coral	25.2	153
Lorain–Elyria	24.7	154
Erie	24.6	155
Columbus, Ga.	24.1	156
Evansville	24.1	156
Ann Arbor	23.6	158
Eugene–Springfield	23.6	158
Savannah	23.6	158
Reno	23.3	161
Vancouver	23.3	161
New London–Norwich	23.2	163
Binghamton	22.9	164
Merced	22.9	164
Poughkeepsie	22.8	166
Huntington–Ashland	22.7	167
Lafayette, La.	22.1	168
South Bend–Mishawaka	22.0	169
Huntsville	21.7	170
Lubbock	21.2	171
Portland, Me.	20.9	172
Galveston–Texas City	20.7	173
Santa Cruz	20.7	173
Yakima	20.4	175
Kalamazoo	20.0	176
Boise	19.9	177
Fort Pierce	19.8	178
Springfield, Mo.	19.7	179
Bremerton	19.6	180
Boulder–Longmont	19.5	181
Brazoria	19.4	182
Niagara Falls	19.4	182
Tallahassee	19.4	182
St. Cloud	19.3	185
Biloxi–Gulfport	19.2	186
Houma–Thibodaux	19.1	187
Lincoln	18.9	188
Amarillo	18.8	189
Green Bay	18.8	189
Duluth	18.6	191
Charleston, W.Va.	18.5	192
Clarksville–Hopkinsville	17.7	193
Johnstown	17.7	193
Waco	17.6	195
Hickory–Morganton	17.5	196
Fort Collins–Loveland	17.2	197
Roanoke	17.1	198
Racine	17.0	199
Laredo	16.9	200
Total Top 200	**16,489.1**	
Springfield, Ill.	16.8	201
Gainesville	16.6	202
Jacksonville, N.C.	16.4	203
Lake Charles	16.4	203
Elkhart–Goshen	16.3	205
Fort Smith	16.1	206
Richland–Kennewick–Pasco	16.1	206
Muskegon	16.0	208
Sarasota	15.8	209
Chico	15.7	210
Ocala	15.6	211
Bradenton	15.4	212
Longview–Marshall	15.0	213
Cedar Rapids	14.8	214
Las Cruces	14.8	214
Lima	14.7	216
Benton Harbor	14.6	217
Champaign–Urbana–Rantoul	14.6	217
Olympia	14.6	217
Topeka	14.5	220
Beaver County, Pa.	14.4	221
Redding	14.3	222
Yuba City	14.3	222
Monroe	14.1	224
Fort Walton Beach	14.0	225
Fargo–Moorhead	13.9	226
Tyler	13.9	226
Jackson, Mich.	13.5	228
Asheville	13.4	229
Odessa	13.3	230
Janesville–Beloit	13.2	231
Athens	12.9	232
Greeley	12.9	232
Dothan	12.7	234
Alexandria, La.	12.5	235
Kenosha	12.5	235
Midland, Tex.	12.5	235
Battle Creek	12.4	238
Burlington, Vt.	12.4	238
Eau Claire	12.4	238
Vineland–Millville–Bridgeton	12.4	238
Medford	12.3	242
Sioux Falls	12.3	242
Jamestown–Dunkirk	12.2	244
Abilene	12.1	245
Bangor	12.0	246
Tuscaloosa	11.9	247
Waterloo–Cedar Falls	11.9	247
Anderson, S.C.	11.8	249
Naples	11.7	250
Total Top 250	**17,186.0**	
Parkersburg–Marietta	11.7	250
Joplin	11.6	252
Lawton	11.6	252
Lynchburg	11.6	252
Panama City	11.6	252
Wheeling	11.6	252
Albany, Ga.	11.5	257
Wichita Falls	11.5	257
Rochester, Minn.	11.4	259
Yuma	11.3	260
Bellingham	11.1	261
Charlottesville	11.0	262
Sioux City	11.0	262
Mansfield	10.8	264
Pittsfield	10.8	264
Texarkana	10.8	264
Wausau	10.8	264
Bloomington–Normal	10.7	268
Pascagoula	10.7	268
Pueblo	10.6	270
Florence, Ala.	10.5	271
Santa Fe	10.5	271
Billings	10.4	273
Florence, S.C.	10.4	273
Glens Falls	10.4	273
Anderson, Ind.	10.3	276
Altoona	10.2	277
Bryan–College Station	10.2	277
Lafayette–West Lafayette	10.2	[illegible]
Terre Haute	10.2	277
Williamsport	10.1	281
Hagerstown	10.0	282
Columbia, Mo.	9.8	283
Decatur, Ill.	9.8	283
Fayetteville–Springdale	9.8	283
Lewiston–Auburn	9.7	286
Steubenville–Weirton	9.6	287
San Angelo	9.5	288
Rapid City	9.3	289
Wilmington, N.C.	9.3	289
Sharon	9.2	291
Sheboygan	9.2	291
Anniston	9.1	293
Kankakee	9.1	293
Muncie	9.0	295
Decatur, Ala.	8.6	296
La Crosse	8.6	296
Burlington, N.C.	8.5	298
Danville, Va.	8.5	298
State College	8.5	298
Kokomo	8.4	301
Elmira	8.3	302
Sherman–Denison	8.0	303
Great Falls	7.9	304
Owensboro	7.9	304
Bismarck	7.8	306
Pine Bluff	7.8	306
Victoria	7.7	308
Iowa City	7.6	309
Cumberland	7.5	310
Dubuque	7.5	310
Gadsden	7.4	312
St. Joseph	7.4	312
Bloomington, Ind.	7.3	314
Cheyenne	7.3	314
Grand Forks	7.3	314
Jackson, Tenn.	6.8	317
Lawrence, Kans.	6.4	318
Casper	5.8	319
Enid	4.8	[illegible]
Total Above Areas	**17,845.1**	
Percent of U.S.	**78.4431**	
U.S. Total	**22,749.1**	

Population Age 6 to 17

Area	(Thous.)	Rank
Los Angeles–Long Beach	1,469.4	1
New York	1,268.6	2
Chicago	990.2	3
Philadelphia	766.6	4
Detroit	745.9	5
Houston	619.3	6
Washington	592.0	7
Boston–Lawrence–Salem–Lowell–Brockton	520.4	8
Riverside–San Bernardino	505.4	9
Atlanta	485.0	10
Dallas	446.0	11
St. Louis	421.3	12
Minneapolis–St. Paul	412.7	13
Nassau–Suffolk	402.8	14
San Diego	388.8	15
Anaheim–Santa Ana	376.5	16
Baltimore	364.7	17
Phoenix	359.8	18
Oakland	322.0	19
Miami–Hialeah	304.3	20
Seattle	301.3	21
Cleveland	292.6	22
Pittsburgh	292.5	23
Newark	278.9	24
Tampa–St. Petersburg–Clearwater	278.3	25
Kansas City	271.4	26
Denver	269.4	27
Salt Lake City–Ogden	257.6	28
Sacramento	254.0	29
Cincinnati	252.8	30
San Antonio	250.7	31
Milwaukee	244.7	32
Fort Worth–Arlington	234.2	33
Norfolk–Virginia Beach–Newport News	233.8	34
New Orleans	229.5	35
San Jose	228.0	36
Columbus, Ohio	225.0	37
Indianapolis	214.9	38
Portland, Ore.	204.4	39
San Francisco	192.2	40
Charlotte–Gastonia–Rock Hill	189.0	41
Memphis	179.7	42
Bergen–Passaic	179.5	43
Orlando	173.5	44
Oklahoma City	169.1	45
Fort Lauderdale–Hollywood–Pompano Beach	164.8	46
Nashville	164.7	47
Hartford–New Britain–Middletown–Bristol	162.6	48
Louisville	162.4	49
Rochester, N.Y.	159.9	50
Total Top 50	**18,474.1**	
Dayton–Springfield	159.1	51
Birmingham	154.3	52
Monmouth–Ocean	153.8	53
Jacksonville, Fla.	153.2	54
Buffalo	145.2	55
Greensboro–Winston-Salem–High Point	143.6	56
Middlesex–Somerset–Hunterdon	142.9	57
Richmond–Petersburg	137.2	58
Fresno	136.7	59
Providence–Pawtucket–Woonsocket	133.8	60
Albany–Schenectady–Troy	132.7	61
Honolulu	131.6	62
El Paso	131.2	63
Austin	127.5	64
Grand Rapids	125.9	65
Tulsa	125.5	66
Oxnard–Ventura	120.2	67
Bridgeport–Stamford–Norwalk–Danbury	119.3	68
Las Vegas	118.5	69
Gary–Hammond	116.4	70
New Haven–Waterbury–Meriden	115.5	71
Omaha	112.1	72
Worcester–Fitchburg–Leominster	110.8	73
Bakersfield	110.7	74
West Palm Beach–Boca Raton–Delray Beach	109.7	75
Scranton–Wilkes-Barre	109.4	76
Tucson	108.2	77
Raleigh–Durham	107.6	78
Syracuse	107.3	79
Akron	106.2	80
Toledo	105.9	81
Greenville–Spartanburg	104.4	82
Allentown–Bethlehem–Easton	104.2	83
Tacoma	102.9	84
Baton Rouge	100.6	85
McAllen–Edinburg–Mission	99.5	86
Knoxville	93.6	87
Wilmington, Del.	93.2	88
Stockton	93.1	89
Springfield, Mass.	92.6	90
Lake County, Ill.	91.5	91
Harrisburg–Lebanon–Carlisle	91.4	92
Little Rock–North Little Rock	91.0	93
Mobile	90.1	94
Charleston, S.C.	89.2	95
Albuquerque	82.6	96
Youngstown–Warren	82.3	97
New Bedford–Fall River–Attleboro	81.4	98
Vallejo–Fairfield–Napa	81.4	98
Wichita	81.1	100
Total Top 100	**24,132.2**	
Flint	80.2	101
Jersey City	78.7	102
Joliet	77.6	103
Columbia, S.C.	76.0	104
Modesto	75.1	105
Jackson, Miss.	74.8	106
Augusta	73.5	107
Saginaw–Bay City–Midland	73.3	108
Chattanooga	73.2	109
Lancaster	73.1	110
Lansing–East Lansing	73.0	111
Corpus Christi	72.9	112
Colorado Springs	70.4	113
Aurora–Elgin	70.3	114
Visalia–Tulare–Porterville	69.2	115
Fort Wayne	67.4	116
York	67.3	117
Beaumont–Port Arthur	67.2	118
Johnson City–Kingsport–Bristol	67.1	119
Canton	67.0	120
Provo–Orem	66.9	121
Des Moines	65.3	122
Lakeland–Winter Haven	64.7	123
Brownsville–Harlingen	64.6	124
Shreveport	63.4	125
Spokane	63.0	126
Santa Rosa–Petaluma	62.9	127
Davenport–Rock Island–Moline	62.6	128
Salinas–Seaside–Monterey	61.9	129
Peoria	60.7	130
Pensacola	58.3	131
Melbourne–Titusville–Palm Bay	57.1	132
Portsmouth–Dover–Rochester	56.4	133
Appleton–Oshkosh–Neenah	55.4	134
Orange County, N.Y.	55.2	135
Lexington-Fayette	55.1	136
Manchester–Nashua	54.7	137
Santa Barbara–Santa Maria–Lompoc	54.4	138
Montgomery	54.1	139
Huntington–Ashland	53.9	140
Madison	53.1	141
Reading	51.7	142
Macon–Warner Robins	51.0	143
Hamilton–Middletown	50.9	144
Utica–Rome	50.9	144
Lorain–Elyria	50.4	146
Salem, Ore.	49.2	147
Rockford	49.0	148
Daytona Beach	48.7	149
Fayetteville, N.C.	47.7	150
Total Top 150	**27,272.7**	
Trenton	47.6	151
Erie	47.3	152
Evansville	47.3	152
Eugene–Springfield	46.5	154
Atlantic City	46.3	155
Vancouver	46.0	156
Killeen–Temple	44.5	157
Fort Myers–Cape Coral	42.8	158
Savannah	42.7	159
Columbus, Ga.	42.6	160
Charleston, W.Va.	41.3	161
South Bend–Mishawaka	41.2	162
Anchorage	41.0	163
Binghamton	40.9	164
Duluth	40.4	165
Lafayette, La.	40.3	166
Poughkeepsie	40.3	166
Galveston–Texas City	39.9	168
Johnstown	39.9	168
Merced	39.4	170
Boise	39.3	171
Ann Arbor	38.8	172
Lubbock	38.7	173
Huntsville	38.5	174
Springfield, Mo.	38.5	174
Houma–Thibodaux	38.2	176
New London–Norwich	37.6	177
Yakima	37.6	177
Brazoria	37.5	179
Tallahassee	37.4	180
Reno	37.2	181
St. Cloud	37.2	181
Portland, Me.	37.0	183
Hickory–Morganton	36.1	184
Niagara Falls	35.9	185
Biloxi–Gulfport	35.5	186
Kalamazoo	35.3	187
Santa Cruz	35.3	187
Bremerton	35.0	189
Fort Pierce	34.6	190
Green Bay	34.6	190
Amarillo	34.3	192
Boulder–Longmont	33.3	193
Laredo	33.2	194
Lake Charles	33.1	195
Lincoln	33.1	195
Roanoke	32.8	197
Fort Smith	32.6	198
Waco	32.3	199
Springfield, Ill.	32.2	200
Total Top 200	**29,203.6**	
Racine	32.1	201
Fort Collins–Loveland	31.4	202
Richland–Kennewick–Pasco	30.9	203
Longview–Marshall	30.6	204
Olympia	30.0	205
Gainesville	29.5	206
Benton Harbor	29.2	207
Muskegon	29.2	207
Beaver County, Pa.	29.1	209
Ocala	29.0	210
Elkhart–Goshen	28.9	211
Sarasota	28.9	211
Lima	28.7	213
Chico	28.3	214
Cedar Rapids	28.1	215
Monroe	27.9	216
Las Cruces	27.7	217
Topeka	27.7	217
Clarksville–Hopkinsville	27.6	219
Redding	27.5	220
Tyler	27.1	221
Bradenton	26.2	222
Asheville	26.0	223
Alexandria, La.	25.7	224
Parkersburg–Marietta	25.7	224
Jackson, Mich.	25.5	226
Wheeling	25.5	226
Waterloo–Cedar Falls	25.3	228
Fargo–Moorhead	25.1	229
Medford	25.0	230
Anderson, S.C.	24.8	231
Janesville–Beloit	24.8	231
Greeley	24.5	233
Tuscaloosa	24.5	233
Fort Walton Beach	24.4	235
Odessa	24.4	235
Athens	24.2	237
Bangor	24.2	237
Dothan	24.2	237
Battle Creek	24.1	240
Eau Claire	24.0	241
Champaign–Urbana–Rantoul	23.9	242
Jamestown–Dunkirk	23.9	242
Vineland–Millville–Bridgeton	23.9	242
Joplin	23.7	245
Pascagoula	23.7	245
Steubenville–Weirton	23.5	247
Yuba City	23.4	248
Albany, Ga.	23.3	249
Texarkana	22.6	250
Total Top 250	**30,523.0**	
Florence, S.C.	22.4	251
Kenosha	22.3	252
Mansfield	22.3	252
Anderson, Ind.	22.2	254
Pueblo	22.1	255
Wausau	22.0	256
Lynchburg	21.9	257
Altoona	21.8	258
Sioux City	21.8	258
Bellingham	21.7	260
Sioux Falls	21.7	260
Panama City	21.5	262
Florence, Ala.	21.4	263
Midland, Tex.	21.4	263
Pittsfield	21.1	265
Yuma	21.1	265
Abilene	20.8	267
Jacksonville, N.C.	20.8	267
Terre Haute	20.8	267
Wichita Falls	20.7	270
Burlington, Vt.	20.6	271
Billings	20.5	272
Decatur, Ill.	20.5	272
Santa Fe	20.5	272
Anniston	20.2	275
Glens Falls	20.2	275
Lawton	20.2	275
Naples	19.9	278
Bloomington–Normal	19.8	279
Williamsport	19.7	280
Sharon	19.3	281
Sheboygan	18.9	282
Fayetteville–Springdale	18.8	283
Rochester, Minn.	18.7	284
Wilmington, N.C.	18.6	285
Charlottesville	18.1	286
Kankakee	18.1	286
Decatur, Ala.	17.9	288
Hagerstown	17.9	288
Lewiston–Auburn	17.9	288
Lafayette–West Lafayette	17.8	291
Muncie	17.8	291
San Angelo	17.6	293
Kokomo	17.4	294
Gadsden	17.3	295
Danville, Va.	17.2	296
Bryan–College Station	16.7	297
Pine Bluff	16.6	298
Sherman–Denison	16.3	299
Bismarck	16.2	300
Columbia, Mo.	16.2	300
Dubuque	16.0	302
Elmira	16.0	302
Owensboro	16.0	302
La Crosse	15.9	305
Cumberland	15.7	306
Burlington, N.C.	15.6	307
Rapid City	15.0	308
Victoria	15.0	308
State College	14.7	310
St. Joseph	14.1	311
Great Falls	13.8	312
Jackson, Tenn.	13.7	313
Bloomington, Ind.	13.3	314
Cheyenne	13.3	314
Iowa City	12.2	316
Casper	11.8	317
Grand Forks	11.4	318
Lawrence, Kans.	10.9	319
Enid	9.9	320
Total Above Areas	**31,792.5**	
Percent of U.S.	**75.9231**	
U.S. Total	**41,874.6**	

Population Age 35 to 49

Area	(Thous.)	Rank
Los Angeles–Long Beach	1,852.2	1
New York	1,841.6	2
Chicago	1,269.1	3
Philadelphia	1,018.6	4
Washington	977.2	5
Detroit	947.3	6
Boston–Lawrence–Salem–Lowell–Brockton	813.2	7
Houston	758.6	8
Atlanta	699.6	9
Nassau–Suffolk	582.6	10
Dallas	579.1	11
Minneapolis–St. Paul	559.0	12
Anaheim–Santa Ana	536.4	13
Baltimore	536.2	14
Riverside–San Bernardino	535.7	15
San Diego	523.7	16
St. Louis	511.1	17
Oakland	502.4	18
Seattle	486.6	19
Phoenix	444.9	20
Pittsburgh	420.8	21
Tampa–St. Petersburg–Clearwater	409.8	22
Newark	408.7	23
Miami–Hialeah	401.0	24
Denver	395.6	25
San Francisco	395.5	26
Cleveland	380.3	27
Kansas City	347.3	28
San Jose	344.4	29
Sacramento	336.5	30
Portland, Ore.	302.5	31
Cincinnati	298.8	32
Milwaukee	297.9	33
Columbus, Ohio	296.6	34
Fort Worth–Arlington	295.1	35
Norfolk–Virginia Beach–Newport News	284.0	36
Bergen–Passaic	280.2	37
Indianapolis	268.0	38
San Antonio	266.7	39
Fort Lauderdale–Hollywood–Pompano Beach	264.1	40
New Orleans	261.8	41
Charlotte–Gastonia–Rock Hill	261.6	42
Hartford–New Britain–Middletown–Bristol	248.6	43
Orlando	236.6	44
Middlesex–Somerset–Hunterdon	235.4	45
Nashville	221.7	46
Monmouth–Ocean	216.3	47
Rochester, N.Y.	216.3	47
Greensboro–Winston-Salem–High Point	210.4	49
Memphis	209.8	50
Total Top 50	**24,987.4**	
Louisville	208.3	51
Salt Lake City–Ogden	205.7	52
Oklahoma City	202.5	53
Dayton–Springfield	202.0	54
Richmond–Petersburg	200.7	55
Jacksonville, Fla.	198.3	56
Birmingham	194.4	57
Buffalo	194.0	58
Bridgeport–Stamford–Norwalk–Danbury	188.2	59
Albany–Schenectady–Troy	186.7	60
Providence–Pawtucket–Woonsocket	185.5	61
Honolulu	180.8	62
Austin	172.9	63
Raleigh–Durham	171.0	64
New Haven–Waterbury–Meriden	170.8	65
Las Vegas	170.7	66
West Palm Beach–Boca Raton–Delray Beach	170.5	67
Tulsa	[illegible]	68
Oxnard–Ventura	155.0	69
Worcester–Fitchburg–Leominster	149.3	70
Allentown–Bethlehem–Easton	147.6	71
Scranton–Wilkes-Barre	146.0	72
Grand Rapids	141.7	73
Greenville–Spartanburg	140.2	74
Akron	137.9	75
Tucson	136.3	76
Syracuse	133.9	77
Knoxville	133.3	78
Fresno	131.5	79
Omaha	130.7	80
Harrisburg–Lebanon–Carlisle	128.7	81
Gary–Hammond	127.4	82
Tacoma	126.0	83
Wilmington, Del.	125.2	84
Toledo	123.2	85
Lake County, Ill.	123.0	86
Springfield, Mass.	121.6	87
El Paso	112.3	88
Baton Rouge	110.9	89
Little Rock–North Little Rock	110.7	90
Jersey City	110.5	91
Bakersfield	109.5	92
Albuquerque	108.8	93
Vallejo–Fairfield–Napa	106.4	94
New Bedford–Fall River–Attleboro	105.5	95
Charleston, S.C.	105.2	96
Columbia, S.C.	101.6	97
Youngstown–Warren	101.4	98
Stockton	100.0	99
Santa Rosa–Petaluma	[illegible]	100
Total Top 100	**32,286.0**	
Mobile	97.7	101
Johnson City–Kingsport–Bristol	95.9	102
Chattanooga	95.3	103
Wichita	93.5	104
York	93.1	105
Lansing–East Lansing	92.4	106
Flint	91.1	107
Joliet	90.6	108
Colorado Springs	88.4	109
Lancaster	87.5	110
Augusta	85.5	111
Saginaw–Bay City–Midland	85.5	111
Des Moines	85.3	113
Canton	84.2	114
Madison	82.2	115
Portsmouth–Dover–Rochester	81.9	116
Jackson, Miss.	81.6	117
Aurora–Elgin	81.1	118
Melbourne–Titusville–Palm Bay	79.7	119
Fort Wayne	77.6	120
Lakeland–Winter Haven	77.5	121
Spokane	77.5	121
Modesto	77.3	123
Manchester–Nashua	77.1	124
Lexington-Fayette	76.5	125
Santa Barbara–Santa Maria–Lompoc	74.0	126
Davenport–Rock Island–Moline	73.5	127
Trenton	72.2	128
Beaumont–Port Arthur	71.6	129
Pensacola	71.4	130
Salinas–Seaside–Monterey	71.4	130
Peoria	71.3	132
Corpus Christi	70.8	133
Orange County, N.Y.	69.9	134
Reading	69.8	135
Daytona Beach	69.4	136
McAllen–Edinburg–Mission	67.6	137
Shreveport	66.5	138
Eugene–Springfield	65.6	139
Huntington–Ashland	65.1	140
Appleton–Oshkosh–Neenah	64.9	141
Atlantic City	63.8	142
Ann Arbor	62.0	143
Reno	62.0	143
Utica–Rome	61.8	145
Hamilton–Middletown	61.6	146
Fort Myers–Cape Coral	61.4	147
Rockford	61.2	148
Montgomery	61.0	149
Salem, Ore.	60.2	150
Total Top 150	**36,092.0**	
Visalia–Tulare–Porterville	60.0	151
Poughkeepsie	59.2	152
Macon–Warner Robins	59.1	153
Evansville	58.5	154
Anchorage	58.1	155
Lorain–Elyria	58.1	155
Santa Cruz	57.8	157
Vancouver	57.7	158
Boulder–Longmont	56.8	159
Charleston, W.Va.	55.1	160
Erie	54.8	161
Portland, Me.	54.4	162
New London–Norwich	53.4	163
Binghamton	53.0	164
Huntsville	51.1	165
Fayetteville, N.C.	50.8	166
Roanoke	50.6	167
Hickory–Morganton	50.2	168
Springfield, Mo.	50.0	169
Duluth	49.7	170
Tallahassee	49.6	171
South Bend–Mishawaka	49.2	172
Savannah	49.1	173
Sarasota	49.0	174
Boise	47.8	175
Galveston–Texas City	47.8	175
Johnstown	47.7	177
Kalamazoo	46.9	178
Fort Pierce	46.5	179
Columbus, Ga.	46.1	180
Brownsville–Harlingen	45.8	181
Killeen–Temple	45.2	182
Bremerton	44.4	183
Niagara Falls	44.3	184
Lincoln	44.1	185
Fort Collins–Loveland	43.4	186
Brazoria	43.1	187
Green Bay	41.6	188
Lafayette, La.	41.6	188
Springfield, Ill.	41.5	190
Lubbock	41.3	191
Gainesville	40.5	192
Olympia	39.8	193
Asheville	39.0	194
Biloxi–Gulfport	37.8	195
Yakima	37.5	196
Amarillo	37.4	197
Fort Smith	37.0	198
Racine	37.0	198
Beaver County, Pa.	36.9	200
Total Top 200	**38,499.3**	
Provo–Orem	36.9	200
Bradenton	36.5	202
Cedar Rapids	36.4	203
Ocala	36.1	204
St. Cloud	35.9	205
Houma–Thibodaux	35.7	206
Chico	35.2	207
Topeka	34.7	208
Waco	34.6	209
Medford	33.7	210
Lake Charles	33.6	211
Elkhart–Goshen	33.5	212
Redding	33.5	212
Benton Harbor	33.0	214
Merced	32.7	215
Jackson, Mich.	32.6	216
Longview–Marshall	32.5	217
Wheeling	32.5	217
Muskegon	32.3	219
Richland–Kennewick–Pasco	32.3	219
Parkersburg–Marietta	32.2	221
Anderson, S.C.	31.7	222
Champaign–Urbana–Rantoul	31.5	223
Santa Fe	31.2	224
Bangor	31.0	225
Lima	31.0	225
Burlington, Vt.	30.9	227
Clarksville–Hopkinsville	30.8	228
Tyler	30.8	228
Athens	30.6	230
Fargo–Moorhead	30.2	231
Fort Walton Beach	29.9	232
Steubenville–Weirton	29.5	233
Tuscaloosa	29.4	234
Waterloo–Cedar Falls	29.2	235
Lynchburg	29.0	236
Naples	29.0	236
Bellingham	28.8	238
Janesville–Beloit	28.7	239
Battle Creek	28.5	240
Pittsfield	28.5	240
Vineland–Millville–Bridgeton	28.3	242
Anderson, Ind.	27.7	243
Greeley	27.7	243
Jamestown–Dunkirk	27.6	245
Eau Claire	27.5	246
Charlottesville	27.2	247
Joplin	27.1	248
Wilmington, N.C.	27.1	248
Florence, Ala.	27.0	250
Total Top 250	**40,053.1**	
Monroe	26.8	251
Dothan	26.6	252
Mansfield	26.6	252
Panama City	26.6	252
Altoona	26.4	255
Kenosha	26.3	256
Hagerstown	25.8	257
Alexandria, La.	25.3	258
Sioux Falls	25.3	258
Las Cruces	25.2	260
Glens Falls	25.0	261
Terre Haute	25.0	261
Billings	24.9	263
Florence, S.C.	24.8	264
Bloomington–Normal	24.7	265
Texarkana	24.7	265
Pascagoula	24.6	267
Pueblo	24.6	267
Decatur, Ill.	24.5	269
Williamsport	24.4	270
Wausau	24.3	271
Yuba City	23.8	272
Anniston	23.6	273
Sharon	23.6	273
Fayetteville–Springdale	23.2	275
Laredo	23.2	275
Rochester, Minn.	23.2	275
Burlington, N.C.	23.1	278
Odessa	23.0	279
Albany, Ga.	22.9	280
Lafayette–West Lafayette	22.9	280
Muncie	22.9	280
Danville, Va.	22.7	283
Wichita Falls	22.5	284
Sioux City	22.3	285
Decatur, Ala.	22.2	286
Jacksonville, N.C.	22.2	286
Midland, Tex.	22.0	288
Abilene	21.9	289
Columbia, Mo.	21.5	290
State College	21.5	290
Sheboygan	21.4	292
Kokomo	21.3	293
Lewiston–Auburn	21.3	293
Gadsden	20.5	295
Lawton	19.9	296
Cumberland	19.8	297
Kankakee	19.3	298
Bloomington, Ind.	19.2	299
Elmira	19.2	299
La Crosse	19.2	299
San Angelo	18.9	302
Sherman–Denison	18.9	302
Bryan–College Station	18.5	304
Yuma	18.5	304
Iowa City	18.4	306
Bismarck	17.8	307
Owensboro	17.8	307
Dubuque	17.0	309
Pine Bluff	16.4	310
Rapid City	16.3	311
Cheyenne	16.0	312
Jackson, Tenn.	15.9	313
Great Falls	15.8	314
St. Joseph	15.6	315
Victoria	15.4	316
Lawrence, Kans.	14.5	317
Casper	13.3	318
Grand Forks	12.4	319
Enid	10.9	320
Total Above Areas	**41,549.1**	
Percent of U.S.	**78.9010**	
U.S. Total	**52,659.8**	

Total Households

Area	(Thous.)	Rank
New York	3,270.5	1
Los Angeles–Long Beach	3,025.8	2
Chicago	2,224.3	3
Philadelphia	1,788.4	4
Detroit	1,621.0	5
Washington	1,482.7	6
Boston–Lawrence–Salem–Lowell–Brockton	1,415.0	7
Houston	1,196.7	8
Atlanta	1,087.0	9
Dallas	973.5	10
Minneapolis–St. Paul	949.5	11
St. Louis	929.0	12
Riverside–San Bernardino	913.7	13
San Diego	911.8	14
Baltimore	888.6	15
Tampa–St. Petersburg–Clearwater	887.4	16
Nassau–Suffolk	858.5	17
Anaheim–Santa Ana	841.2	18
Phoenix	826.0	19
Pittsburgh	816.1	20
Seattle	801.2	21
Oakland	790.9	22
Cleveland	710.1	23
Miami–Hialeah	701.8	24
Denver	653.0	25
Newark	651.4	26
San Francisco	645.6	27
Kansas City	609.4	28
Sacramento	572.8	29
Cincinnati	550.3	30
Milwaukee	539.4	31
Fort Lauderdale–Hollywood–Pompano Beach	538.2	32
Columbus, Ohio	529.4	33
San Jose	525.7	34
Fort Worth–Arlington	506.1	35
Norfolk–Virginia Beach–Newport News	502.2	36
Portland, Ore.	491.8	37
Indianapolis	483.2	38
Bergen–Passaic	463.5	39
San Antonio	458.8	40
New Orleans	454.0	41
Charlotte–Gastonia–Rock Hill	448.3	42
Hartford–New Britain–Middletown–Bristol	426.4	43
Orlando	414.1	44
Nashville	380.5	45
West Palm Beach–Boca Raton–Delray Beach	379.8	46
Buffalo	376.1	47
Rochester, N.Y.	375.5	48
Greensboro–Winston-Salem–High Point	375.2	49
Monmouth–Ocean	371.3	50
Total Top 50	**42,622.7**	
Middlesex–Somerset–Hunterdon	369.4	51
Oklahoma City	369.0	52
Louisville	367.8	53
Dayton–Springfield	365.2	54
Memphis	360.3	55
Jacksonville, Fla.	351.5	56
Salt Lake City–Ogden	351.1	57
Providence–Pawtucket–Woonsocket	347.2	58
Birmingham	346.6	59
Albany–Schenectady–Troy	338.0	60
Richmond–Petersburg	335.6	61
Austin	310.4	62
New Haven–Waterbury–Meriden	306.2	63
Bridgeport–Stamford–Norwalk–Danbury	304.8	64
Las Vegas	299.6	65
Raleigh–Durham	293.7	66
Scranton–Wilkes-Barre	281.4	67
Tulsa	278.1	68
Honolulu	267.3	69
Tucson	266.2	70
Worcester–Fitchburg–Leominster	263.2	71
Allentown–Bethlehem–Easton	262.1	72
Akron	249.7	73
Grand Rapids	247.3	74
Syracuse	244.3	75
Greenville–Spartanburg	243.5	76
Knoxville	239.3	77
Omaha	233.6	78
Toledo	231.0	79
Harrisburg–Lebanon–Carlisle	227.6	80
Fresno	226.2	8
Springfield, Mass.	221.4	82
Oxnard–Ventura	221.2	83
Tacoma	217.9	84
Gary–Hammond	215.5	85
Wilmington, Del.	214.9	86
Jersey City	207.9	87
Little Rock–North Little Rock	196.6	88
Albuquerque	189.8	89
New Bedford–Fall River–Attleboro	188.7	90
Baton Rouge	188.3	91
Bakersfield	186.8	92
Youngstown–Warren	186.2	93
El Paso	181.8	94
Charleston, S.C.	180.8	95
Lake County, Ill.	177.3	96
Wichita	176.7	97
Mobile	174.9	98
Johnson City–Kingsport–Bristol	170.6	99
Chattanooga	167.1	100
Total Top 100	**55,474.3**	
Melbourne–Titusville–Palm Bay	165.4	101
Columbia, S.C.	165.1	102
Stockton	161.6	103
Flint	160.8	104
Vallejo–Fairfield–Napa	160.4	105
Lakeland–Winter Haven	158.6	106
York	158.2	107
Lansing–East Lansing	157.6	108
Daytona Beach	157.3	109
Des Moines	154.4	110
Lancaster	153.5	111
Santa Rosa–Petaluma	152.7	112
Colorado Springs	150.1	113
Canton	149.3	114
Saginaw–Bay City–Midland	147.9	115
Fort Myers–Cape Coral	144.4	116
Madison	144.1	117
Augusta	143.8	118
Spokane	142.0	119
Jackson, Miss.	140.9	120
Fort Wayne	136.8	121
Davenport–Rock Island–Moline	135.2	122
Lexington-Fayette	135.1	123
Beaumont–Port Arthur	133.5	124
Santa Barbara–Santa Maria–Lompoc	131.2	125
Modesto	130.2	126
Pensacola	130.2	126
Joliet	130.1	128
Portsmouth–Dover–Rochester	129.3	129
Peoria	129.0	130
Reading	128.5	131
Sarasota	127.8	132
Manchester–Nashua	126.6	133
Atlantic City	124.5	134
Shreveport	123.5	135
Aurora–Elgin	122.7	136
Huntington–Ashland	119.0	137
Corpus Christi	118.7	138
Trenton	117.8	139
Utica–Rome	117.3	140
Appleton–Oshkosh–Neenah	116.4	141
Salinas–Seaside–Monterey	115.5	142
Eugene–Springfield	111.4	143
Evansville	108.8	144
Rockford	107.8	145
Montgomery	106.3	146
McAllen–Edinburg–Mission	106.1	147
Hamilton–Middletown	105.6	148
Ann Arbor	105.3	149
Reno	104.5	150
Total Top 150	**62,177.1**	
Fort Pierce	104.4	151
Macon–Warner Robins	104.2	152
Orange County, N.Y.	103.3	153
Salem, Ore.	102.6	154
Erie	101.4	155
Binghamton	100.6	156
Visalia–Tulare–Porterville	100.0	157
Charleston, W.Va.	99.8	158
Lorain–Elyria	96.1	159
Portland, Me.	95.4	160
Duluth	94.7	161
Springfield, Mo.	94.5	162
New London–Norwich	93.7	163
Bradenton	92.8	164
Huntsville	92.7	165
South Bend–Mishawaka	92.6	166
Fayetteville, N.C.	92.0	167
Johnstown	91.0	168
Poughkeepsie	90.6	169
Savannah	90.6	169
Vancouver	90.0	171
Roanoke	89.8	172
Tallahassee	89.8	172
Boulder–Longmont	89.2	174
Columbus, Ga.	86.8	175
Hickory–Morganton	85.8	176
Killeen–Temple	85.0	177
Santa Cruz	84.8	178
Niagara Falls	84.7	179
Kalamazoo	84.1	180
Lincoln	83.5	181
Anchorage	82.9	182
Lubbock	82.1	183
Galveston–Texas City	81.8	184
Ocala	80.5	185
Gainesville	79.5	186
Boise	78.4	187
Springfield, Ill.	76.5	188
Lafayette, La.	74.8	189
Brownsville–Harlingen	74.1	190
Chico	73.0	191
Green Bay	72.9	192
Fort Collins–Loveland	72.3	193
Amarillo	72.1	194
Beaver County, Pa.	71.5	195
Biloxi–Gulfport	71.5	195
Asheville	71.3	197
Bremerton	71.0	198
Provo–Orem	71.0	198
Waco	70.5	200
Total Top 200	**66,491.3**	
Fort Smith	67.4	201
Yakima	66.4	202
Cedar Rapids	65.7	203
St. Cloud	65.1	204
Brazoria	64.4	205
Topeka	64.2	206
Champaign–Urbana–Rantoul	64.1	207
Naples	63.9	208
Racine	63.9	208
Olympia	63.4	210
Wheeling	62.3	211
Benton Harbor	61.0	212
Longview–Marshall	60.8	213
Houma–Thibodaux	60.4	214
Lake Charles	60.3	215
Athens	58.5	216
Fargo–Moorhead	58.2	217
Muskegon	58.0	218
Medford	57.9	219
Redding	57.7	220
Parkersburg–Marietta	57.5	221
Tyler	57.4	222
Elkhart–Goshen	57.2	223
Clarksville–Hopkinsville	56.4	224
Merced	56.4	224
Anderson, S.C.	55.9	226
Tuscaloosa	55.8	227
Lima	55.5	228
Waterloo–Cedar Falls	54.8	229
Steubenville–Weirton	54.6	230
Fort Walton Beach	54.5	231
Richland–Kennewick–Pasco	54.5	231
Bangor	54.4	233
Pittsfield	54.2	234
Jackson, Mich.	53.9	235
Jamestown–Dunkirk	53.5	236
Joplin	53.3	237
Lynchburg	52.9	238
Janesville–Beloit	52.2	239
Battle Creek	51.9	240
Burlington, Vt.	51.1	241
Florence, Ala.	50.9	242
Eau Claire	50.6	243
Monroe	50.4	244
Altoona	50.2	245
Panama City	49.8	246
Anderson, Ind.	49.6	247
Bellingham	49.3	248
Charlottesville	49.3	248
Terre Haute	49.0	250
Total Top 250	**69,331.9**	
Dothan	48.8	251
Wilmington, N.C.	48.6	252
Sioux Falls	48.2	253
Greeley	47.7	254
Mansfield	47.5	255
Kenosha	47.3	256
Vineland–Millville–Bridgeton	47.3	256
Bloomington–Normal	47.2	258
Pueblo	47.1	259
Las Cruces	46.1	260
Lafayette–West Lafayette	45.9	261
Alexandria, La.	45.7	262
Santa Fe	45.7	262
Decatur, Ill.	45.6	264
Sharon	45.4	265
Wichita Falls	45.1	266
Williamsport	45.1	266
Hagerstown	45.0	268
Muncie	45.0	268
Texarkana	45.0	268
Billings	44.5	271
Bryan–College Station	44.2	272
Fayetteville–Springdale	43.9	273
Yuba City	43.6	274
Glens Falls	43.3	275
Abilene	43.2	276
Anniston	43.0	277
Burlington, N.C.	43.0	277
State College	43.0	277
Sioux City	42.9	280
Columbia, Mo.	42.2	281
Danville, Va.	42.2	281
Odessa	42.0	283
Wausau	41.7	284
Jacksonville, N.C.	41.3	285
Rochester, Minn.	40.5	286
Florence, S.C.	40.4	287
Lewiston–Auburn	40.4	287
Pascagoula	40.4	287
Bloomington, Ind.	39.6	290
Cumberland	39.5	291
Albany, Ga.	39.3	292
Midland, Tex.	39.2	293
Sheboygan	38.7	294
Gadsden	38.6	295
Decatur, Ala.	38.2	296
Lawton	37.5	297
Kokomo	37.3	298
La Crosse	36.9	299
Sherman–Denison	36.8	300
Yuma	36.5	301
Iowa City	36.4	302
San Angelo	35.7	303
Elmira	35.4	304
Laredo	35.1	305
Kankakee	34.5	306
Owensboro	33.0	307
St. Joseph	32.4	308
Bismarck	31.4	309
Rapid City	31.0	310
Dubuque	30.7	311
Lawrence, Kans.	30.6	312
Great Falls	30.1	313
Pine Bluff	30.0	314
Jackson, Tenn.	29.7	315
Cheyenne	28.2	316
Victoria	26.2	317
Grand Forks	25.5	318
Casper	23.4	319
Enid	22.8	320
Total Above Areas	**72,106.3**	
Percent of U.S.	**77.7583**	
U.S. Total	**92,734.9**	

Single-Person Households

Area	(Thous.)	Rank
New York	1,032.6	1
Los Angeles–Long Beach	755.2	2
Chicago	598.4	3
Philadelphia	452.5	4
Detroit	394.1	5
Boston–Lawrence–Salem–Lowell–Brockton	372.9	6
Washington	372.7	7
Houston	298.2	8
Dallas	253.6	9
Atlanta	248.8	10
Tampa–St. Petersburg–Clearwater	247.9	11
St. Louis	239.5	12
Minneapolis–St. Paul	236.9	13
Pittsburgh	227.6	14
Seattle	219.2	15
San Diego	208.9	16
Baltimore	208.7	17
San Francisco	208.6	18
Phoenix	206.6	19
Oakland	198.4	20
Cleveland	197.7	21
Denver	186.9	22
Riverside–San Bernardino	180.3	23
Miami–Hialeah	174.5	24
Anaheim–Santa Ana	174.0	25
Fort Lauderdale–Hollywood–Pompano Beach	158.9	26
Kansas City	158.3	27
Newark	152.2	28
Cincinnati	145.3	29
Nassau–Suffolk	142.0	30
Milwaukee	137.5	31
Sacramento	136.8	32
Columbus, Ohio	135.7	33
Portland, Ore.	131.8	34
Indianapolis	123.1	35
Fort Worth–Arlington	120.8	36
New Orleans	119.8	37
San Jose	114.2	38
Norfolk–Virginia Beach–Newport News	106.0	39
Bergen–Passaic	105.1	40
San Antonio	105.1	40
Buffalo	104.9	42
West Palm Beach–Boca Raton–Delray Beach	104.4	43
Hartford–New Britain–Middletown–Bristol	104.1	44
Charlotte–Gastonia–Rock Hill	103.5	45
Oklahoma City	96.9	46
Greensboro–Winston-Salem–High Point	93.8	47
Nashville	93.6	48
Orlando	93.6	48
Rochester, N.Y.	93.3	50
Total Top 50	**10,875.4**	
Louisville	93.0	51
Providence–Pawtucket–Woonsocket	91.3	52
Albany–Schenectady–Troy	90.8	53
Dayton–Springfield	90.7	54
Austin	89.6	55
Memphis	88.2	56
Monmouth–Ocean	86.6	57
Jacksonville, Fla.	85.9	58
Birmingham	85.6	59
Richmond–Petersburg	83.9	60
New Haven–Waterbury–Meriden	79.3	61
Raleigh–Durham	78.3	62
Middlesex–Somerset–Hunterdon	76.7	63
Las Vegas	76.3	64
Scranton–Wilkes-Barre	75.4	65
Tucson	73.9	66
Tulsa	73.2	67
Salt Lake City–Ogden	72.4	68
Bridgeport–Stamford–Norwalk–Danbury	69.7	69
Worcester–Fitchburg–Leominster	63.0	70
Akron	61.6	71
Allentown–Bethlehem–Easton	61.5	72
Syracuse	61.3	73
Toledo	60.2	74
Knoxville	59.8	75
Jersey City	59.7	76
Omaha	59.2	77
Harrisburg–Lebanon–Carlisle	57.7	78
Greenville–Spartanburg	57.2	79
Springfield, Mass.	56.2	80
Grand Rapids	52.9	81
Honolulu	51.4	82
Tacoma	51.0	83
Albuquerque	49.6	84
Wilmington, Del.	49.6	84
Little Rock–North Little Rock	48.9	86
Gary–Hammond	48.4	87
Fresno	47.4	88
Wichita	46.1	89
Youngstown–Warren	45.8	90
New Bedford–Fall River–Attleboro	44.9	91
Baton Rouge	43.0	92
Daytona Beach	41.5	93
Chattanooga	40.0	94
Des Moines	40.0	94
Mobile	40.0	94
Johnson City–Kingsport–Bristol	39.9	97
Melbourne–Titusville–Palm Bay	39.2	98
Spokane	39.1	99
Columbia, S.C.	38.9	100
Total Top 100	**13,991.2**	
Oxnard–Ventura	38.7	101
Charleston, S.C.	38.5	102
Flint	38.5	102
Madison	38.0	104
Bakersfield	37.9	105
Lansing–East Lansing	37.9	105
Santa Rosa–Petaluma	37.5	107
Davenport–Rock Island–Moline	35.7	108
Colorado Springs	35.6	109
Lakeland–Winter Haven	35.5	110
Canton	35.4	111
Sarasota	35.4	111
Lexington-Fayette	34.8	113
Saginaw–Bay City–Midland	33.9	114
Stockton	33.8	115
Jackson, Miss.	33.6	116
Atlantic City	33.5	117
York	33.4	118
Fort Myers–Cape Coral	33.3	119
Fort Wayne	33.2	120
Lake County, Ill.	32.8	121
Peoria	32.8	121
Augusta	32.7	123
Vallejo–Fairfield–Napa	32.3	124
Lancaster	32.1	125
Beaumont–Port Arthur	31.9	126
Shreveport	31.7	127
Utica–Rome	31.1	128
El Paso	30.8	129
Reading	30.2	130
Santa Barbara–Santa Maria–Lompoc	30.2	130
Pensacola	29.1	132
Reno	28.8	133
Trenton	28.5	134
Huntington–Ashland	28.3	135
Evansville	28.0	136
Manchester–Nashua	28.0	136
Eugene–Springfield	27.9	138
Ann Arbor	27.7	139
Duluth	27.1	140
Appleton–Oshkosh–Neenah	26.4	141
Montgomery	26.1	142
Portsmouth–Dover–Rochester	26.0	143
Modesto	25.9	144
Charleston, W.Va.	25.8	145
Rockford	25.8	145
Binghamton	25.7	147
Erie	25.7	147
Bradenton	25.1	149
Corpus Christi	25.1	149
Total Top 150	**15,564.9**	
Salem, Ore.	24.7	151
Macon–Warner Robins	24.6	152
South Bend–Mishawaka	24.5	153
Portland, Me.	24.0	154
Springfield, Mo.	24.0	154
Aurora–Elgin	23.9	156
Roanoke	23.8	157
Joliet	23.6	158
Boulder–Longmont	23.5	159
Salinas–Seaside–Monterey	23.5	159
Tallahassee	23.5	159
Johnstown	23.4	162
Fort Pierce	23.3	163
Lincoln	23.0	164
Savannah	22.6	165
Huntsville	22.3	166
Springfield, Ill.	22.2	167
Niagara Falls	22.1	168
Hamilton–Middletown	22.0	169
Gainesville	21.8	170
New London–Norwich	21.6	171
Lubbock	20.9	172
Columbus, Ga.	20.8	173
Kalamazoo	20.8	173
Santa Cruz	20.4	175
Orange County, N.Y.	20.3	176
Poughkeepsie	20.1	177
Lorain–Elyria	20.0	178
Galveston–Texas City	19.9	179
Vancouver	19.9	179
Anchorage	19.0	181
Asheville	19.0	181
Hickory–Morganton	19.0	181
Amarillo	18.9	184
Boise	18.5	185
Chico	18.5	185
Ocala	18.5	185
Champaign–Urbana–Rantoul	18.4	188
Waco	18.2	189
Visalia–Tulare–Porterville	18.1	190
Fayetteville, N.C.	17.8	191
Topeka	17.7	192
Green Bay	17.6	193
Lafayette, La.	17.5	194
Beaver County, Pa.	17.4	195
Killeen–Temple	17.3	196
Biloxi–Gulfport	17.2	197
Wheeling	17.1	198
Fort Collins–Loveland	16.6	199
Cedar Rapids	16.5	200
Total Top 200	**16,594.7**	
Fort Smith	15.9	201
Bremerton	15.7	202
Fargo–Moorhead	15.6	203
Olympia	15.2	204
Longview–Marshall	15.1	205
Yakima	15.0	206
Benton Harbor	14.9	207
Pittsfield	14.9	207
Naples	14.4	209
Tuscaloosa	14.4	209
Athens	14.2	211
McAllen–Edinburg–Mission	14.2	211
Racine	14.1	213
Jamestown–Dunkirk	14.0	214
Tyler	14.0	214
Medford	13.9	216
Waterloo–Cedar Falls	13.9	216
Joplin	13.7	218
Parkersburg–Marietta	13.7	218
Steubenville–Weirton	13.5	220
Terre Haute	13.5	220
Lake Charles	13.4	222
Muskegon	13.4	222
St. Cloud	13.4	222
Lynchburg	13.2	225
Battle Creek	13.1	226
Altoona	13.0	227
Sioux Falls	13.0	227
Redding	12.9	229
Anderson, S.C.	12.7	230
Lima	12.7	230
Wilmington, N.C.	12.6	232
Jackson, Mich.	12.5	233
Elkhart–Goshen	12.4	234
Anderson, Ind.	12.3	235
Bangor	12.3	235
Bellingham	12.3	235
Bloomington–Normal	12.3	235
Richland–Kennewick–Pasco	12.3	235
Eau Claire	12.2	240
Janesville–Beloit	12.2	240
Pueblo	12.2	240
Charlottesville	12.1	243
Monroe	12.1	243
Decatur, Ill.	12.0	245
Santa Fe	12.0	245
Brazoria	11.9	247
Brownsville–Harlingen	11.9	247
Billings	11.8	249
Florence, Ala.	11.8	249
Total Top 250	**17,260.5**	
Burlington, Vt.	11.7	251
Lafayette–West Lafayette	11.7	251
Muncie	11.7	251
Columbia, Mo.	11.6	254
Mansfield	11.5	255
Panama City	11.5	255
Fort Walton Beach	11.4	257
Wichita Falls	11.4	257
Bloomington, Ind.	11.3	259
Dothan	11.2	260
Sharon	11.2	260
Bryan–College Station	11.1	262
Kenosha	11.0	263
Sioux City	11.0	263
Texarkana	10.9	265
Williamsport	10.9	265
Abilene	10.7	267
Clarksville–Hopkinsville	10.7	267
Fayetteville–Springdale	10.7	267
Burlington, N.C.	10.6	270
Greeley	10.6	270
Hagerstown	10.6	270
Alexandria, La.	10.5	273
Danville, Va.	10.5	273
Houma–Thibodaux	10.5	273
Cumberland	10.4	276
Vineland–Millville–Bridgeton	10.2	277
Iowa City	10.1	278
State College	10.1	278
Anniston	10.0	280
Merced	10.0	280
Rochester, Minn.	10.0	280
Glens Falls	9.9	283
Lewiston–Auburn	9.8	284
La Crosse	9.6	285
Gadsden	9.4	286
Odessa	9.4	286
Midland, Tex.	9.3	288
Sherman–Denison	9.3	288
Yuba City	9.2	290
Kokomo	9.1	291
Elmira	9.0	292
Las Cruces	9.0	292
St. Joseph	9.0	292
Sheboygan	9.0	292
San Angelo	8.9	296
Florence, S.C.	8.8	297
Wausau	8.8	297
Albany, Ga.	8.7	299
Provo–Orem	8.7	299
Decatur, Ala.	8.5	301
Kankakee	8.4	302
Lawrence, Kans.	8.3	303
Owensboro	8.2	304
Great Falls	7.9	305
Bismarck	7.8	306
Pascagoula	7.8	306
Lawton	7.7	308
Dubuque	7.5	309
Jackson, Tenn.	7.4	310
Pine Bluff	7.3	311
Rapid City	7.3	311
Cheyenne	7.1	313
Yuma	6.9	314
Grand Forks	6.5	315
Jacksonville, N.C.	6.4	316
Casper	6.1	317
Enid	5.9	318
Victoria	5.6	319
Laredo	4.5	320
Total Above Areas	**17,915.8**	
Percent of U.S.	**78.6954**	
U.S. Total	**22,766.0**	

Total Effective Buying Income (EBI)

Area	($000)	Rank
Los Angeles–Long Beach	138,244,091	1
New York	137,187,875	2
Chicago	97,912,235	3
Washington	79,218,897	4
Philadelphia	78,042,167	5
Boston–Lawrence–Salem–Lowell–Brockton	68,268,400	6
Detroit	64,078,339	7
Nassau–Suffolk	53,772,777	8
Houston	46,419,042	9
Atlanta	44,471,418	10
Anaheim–Santa Ana	43,950,506	11
San Diego	41,179,182	12
Minneapolis–St. Paul	40,156,297	13
Dallas	39,928,464	14
Oakland	38,360,531	15
St. Louis	36,858,818	16
Riverside–San Bernardino	36,541,412	17
Baltimore	36,179,630	18
Seattle	36,002,961	19
Newark	34,974,284	20
San Francisco	33,842,289	21
Phoenix	30,177,804	22
Tampa–St. Petersburg–Clearwater	29,695,225	23
San Jose	29,611,407	24
Pittsburgh	28,919,735	25
Cleveland	27,193,923	26
Bergen–Passaic	27,078,425	27
Denver	26,341,923	28
Miami–Hialeah	25,533,002	29
Kansas City	24,362,333	30
Sacramento	24,040,002	31
Milwaukee	22,621,810	32
Middlesex–Somerset–Hunterdon	22,492,632	33
Fort Lauderdale–Hollywood–Pompano Beach	21,697,400	34
Cincinnati	21,016,261	35
Fort Worth–Arlington	20,154,944	36
Hartford–New Britain–Middletown–Bristol	19,586,596	37
Monmouth–Ocean	18,768,684	38
Columbus, Ohio	18,747,219	39
Bridgeport–Stamford–Norwalk–Danbury	18,497,918	40
Portland, Ore.	18,374,831	41
Norfolk–Virginia Beach–Newport News	18,355,870	42
Indianapolis	17,613,378	43
West Palm Beach–Boca Raton–Delray Beach	16,306,397	44
Charlotte–Gastonia–Rock Hill	15,830,970	45
Rochester, N.Y.	15,703,107	46
Orlando	15,279,293	47
New Orleans	15,171,433	48
San Antonio	15,038,973	49
Nashville	14,218,795	50
Total Top 50	**1,844,019,905**	
Buffalo	13,697,931	51
Albany–Schenectady–Troy	13,612,194	52
New Haven–Waterbury–Meriden	13,570,874	53
Honolulu	13,415,026	54
Richmond–Petersburg	13,307,646	55
Providence–Pawtucket–Woonsocket	13,161,017	56
Greensboro–Winston-Salem–High Point	13,135,363	57
Dayton–Springfield	12,979,033	58
Jacksonville, Fla.	12,677,224	59
Louisville	12,430,176	60
Memphis	12,106,512	61
Salt Lake City–Ogden	12,019,734	62
Oklahoma City	11,560,705	63
Raleigh–Durham	11,460,063	64
Austin	11,352,636	65
Oxnard–Ventura	11,154,339	66
Birmingham	11,120,764	67
Worcester–Fitchburg–Leominster	10,995,940	68
Las Vegas	10,408,999	69
Lake County, Ill.	9,978,593	70
Allentown–Bethlehem–Easton	9,973,167	71
Grand Rapids	9,623,756	72
Omaha	9,527,248	73
Syracuse	9,462,606	74
Scranton–Wilkes-Barre	9,129,936	75
Wilmington, Del.	9,027,959	76
Harrisburg–Lebanon–Carlisle	8,964,816	77
Tulsa	8,805,237	78
Fresno	8,660,195	79
Akron	8,656,674	80
Springfield, Mass.	8,288,871	81
Toledo	8,105,204	82
Jersey City	7,842,458	83
Greenville–Spartanburg	7,798,861	84
Tucson	7,683,515	85
Knoxville	7,601,304	86
Bakersfield	7,252,385	87
Gary–Hammond	7,233,552	88
Wichita	7,123,432	89
Little Rock–North Little Rock	6,915,308	90
Tacoma	6,857,644	91
Trenton	6,792,973	92
New Bedford–Fall River–Attleboro	6,777,741	93
Baton Rouge	6,692,889	94
Santa Rosa–Petaluma	6,632,942	95
Vallejo–Fairfield–Napa	6,631,537	96
Columbia, S.C.	6,283,329	97
Youngstown–Warren	6,226,086	98
Manchester–Nashua	6,164,749	99
Albuquerque	6,046,999	100
Total Top 100	**2,320,948,047**	
Stockton	5,985,347	101
Lancaster	5,975,594	102
Santa Barbara–Santa Maria–Lompoc	5,942,297	103
Lansing–East Lansing	5,928,556	104
York	5,890,937	105
Charleston, S.C.	5,887,990	106
Joliet	5,781,832	107
Des Moines	5,779,057	108
Portsmouth–Dover–Rochester	5,776,136	109
Madison	5,627,120	110
Mobile	5,555,815	111
Melbourne–Titusville–Palm Bay	5,509,385	112
Peoria	5,377,056	113
El Paso	5,372,915	114
Aurora–Elgin	5,355,057	115
Fort Myers–Cape Coral	5,210,253	116
Davenport–Rock Island–Moline	5,178,793	117
Flint	5,171,485	118
Chattanooga	5,147,810	119
Salinas–Seaside–Monterey	5,124,392	120
Colorado Springs	5,083,982	121
Johnson City–Kingsport–Bristol	5,077,803	122
Lakeland–Winter Haven	5,077,650	123
Saginaw–Bay City–Midland	5,075,859	124
Daytona Beach	5,030,289	125
Jackson, Miss.	4,824,350	126
Fort Wayne	4,818,583	127
Canton	4,811,837	128
Beaumont–Port Arthur	4,748,361	129
Reading	4,699,850	130
Augusta	4,680,756	131
Modesto	4,676,799	132
Lexington-Fayette	4,651,608	133
Poughkeepsie	4,495,936	134
Orange County, N.Y.	4,474,430	135
Atlantic City	4,436,325	136
Sarasota	4,433,741	137
Pensacola	4,425,231	138
Spokane	4,298,036	139
Appleton–Oshkosh–Neenah	4,244,134	140
Rockford	4,120,369	141
Ann Arbor	4,105,343	142
Binghamton	4,041,791	143
Utica–Rome	3,997,878	144
Reno	3,941,398	145
New London–Norwich	3,916,098	146
Santa Cruz	3,914,913	147
Shreveport	3,887,800	148
Anchorage	3,806,227	149
Portland, Me.	3,801,028	150
Total Top 150	**2,566,124,279**	
Huntsville	3,759,177	151
Erie	3,744,230	152
Corpus Christi	3,730,891	153
Evansville	3,640,992	154
Macon–Warner Robins	3,565,592	155
Hamilton–Middletown	3,563,065	156
Fort Pierce	3,484,750	157
Montgomery	3,465,673	158
Lorain–Elyria	3,450,606	159
Lincoln	3,324,037	160
Kalamazoo	3,323,016	161
Huntington–Ashland	3,266,105	162
Boulder–Longmont	3,257,358	163
Eugene–Springfield	3,256,948	164
Charleston, W.Va.	3,224,716	165
Visalia–Tulare–Porterville	3,149,285	166
Vancouver	3,145,290	167
South Bend–Mishawaka	3,120,679	168
Savannah	3,105,856	169
Duluth	3,094,630	170
Bradenton	3,060,669	171
Tallahassee	3,054,233	172
Roanoke	2,982,855	173
Galveston–Texas City	2,979,483	174
Springfield, Mo.	2,967,365	175
Fayetteville, N.C.	2,948,844	176
Niagara Falls	2,904,834	177
Salem, Ore.	2,887,945	178
Boise	2,845,257	179
Hickory–Morganton	2,806,496	180
Brazoria	2,786,675	181
Killeen–Temple	2,777,272	182
Columbus, Ga.	2,649,504	183
Lubbock	2,597,744	184
Springfield, Ill.	2,575,181	185
Cedar Rapids	2,567,630	186
Bremerton	2,564,922	187
Green Bay	2,559,642	188
McAllen–Edinburg–Mission	2,546,346	189
Lafayette, La.	2,525,718	190
Topeka	2,522,817	191
Amarillo	2,511,079	192
Gainesville	2,508,760	193
Racine	2,450,997	194
Johnstown	2,442,047	195
Beaver County, Pa.	2,338,105	196
Champaign–Urbana–Rantoul	2,311,415	197
Naples	2,290,240	198
Biloxi–Gulfport	2,271,117	199
Fort Collins–Loveland	2,266,940	200
Total Top 200	**2,713,299,307**	
Richland–Kennewick–Pasco	2,193,945	201
Asheville	2,189,728	202
Waterloo–Cedar Falls	2,189,654	203
Olympia	2,181,693	204
Ocala	2,175,470	205
Burlington, Vt.	2,126,575	206
Chico	2,125,935	207
St. Cloud	2,113,953	208
Waco	2,106,821	209
Provo–Orem	2,104,284	210
Houma–Thibodaux	2,098,447	211
Kenosha	2,039,184	212
Benton Harbor	2,028,249	213
Pittsfield	1,994,866	214
Tyler	1,984,756	215
Lake Charles	1,977,054	216
Battle Creek	1,966,858	217
Fargo–Moorhead	1,961,645	218
Bloomington–Normal	1,960,355	219
Longview–Marshall	1,946,552	220
Jackson, Mich.	1,942,679	221
Yakima	1,938,205	222
Sioux Falls	1,919,301	223
Muskegon	1,917,542	224
Fort Smith	1,912,959	225
Fort Walton Beach	1,899,967	226
Elkhart–Goshen	1,884,166	227
Brownsville–Harlingen	1,853,659	228
Redding	1,852,402	229
Lima	1,844,482	230
Wheeling	1,838,842	231
Merced	1,836,160	232
Janesville–Beloit	1,829,480	233
Vineland–Millville–Bridgeton	1,827,096	234
Bangor	1,817,386	235
Charlottesville	1,793,704	236
Athens	1,785,102	237
Lynchburg	1,769,024	238
Santa Fe	1,763,846	239
Decatur, Ill.	1,746,993	240
Clarksville–Hopkinsville	1,742,055	241
Parkersburg–Marietta	1,729,846	242
Anderson, S.C.	1,696,256	243
Steubenville–Weirton	1,690,701	244
Jamestown–Dunkirk	1,685,496	245
Rochester, Minn.	1,676,368	246
Medford	1,644,663	247
Lafayette–West Lafayette	1,629,803	248
Eau Claire	1,628,882	249
Midland, Tex.	1,586,201	250
Total Top 250	**2,808,448,597**	
Tuscaloosa	1,578,330	251
Anderson, Ind.	1,573,359	252
Columbia, Mo.	1,571,606	253
Terre Haute	1,558,219	254
Altoona	1,532,759	255
Bellingham	1,532,738	256
Sharon	1,531,440	257
Mansfield	1,530,782	258
Glens Falls	1,502,813	259
Odessa	1,483,154	260
Sheboygan	1,479,715	261
Williamsport	1,478,342	262
Joplin	1,475,270	263
Florence, Ala.	1,470,726	264
Hagerstown	1,464,057	265
Wilmington, N.C.	1,445,557	266
Yuba City	1,430,540	267
Monroe	1,415,569	268
Wausau	1,410,335	269
State College	1,409,647	270
Billings	1,401,058	271
Greeley	1,396,383	272
Dothan	1,395,972	273
Muncie	1,385,075	274
Wichita Falls	1,372,357	275
Iowa City	1,359,274	276
Lewiston–Auburn	1,350,243	277
Fayetteville–Springdale	1,346,156	278
Sioux City	1,343,869	279
Bryan–College Station	1,342,520	280
Alexandria, La.	1,341,216	281
Bloomington, Ind.	1,331,221	282
Abilene	1,318,876	283
Burlington, N.C.	1,318,377	284
Panama City	1,317,508	285
Texarkana	1,303,254	286
Kokomo	1,300,615	287
La Crosse	1,296,381	288
Pascagoula	1,291,408	289
Pueblo	1,276,940	290
San Angelo	1,242,038	291
Danville, Va.	1,237,974	292
Jacksonville, N.C.	1,234,297	293
Las Cruces	1,223,509	294
Anniston	1,220,726	295
Albany, Ga.	1,218,415	296
Kankakee	1,180,969	297
Sherman–Denison	1,180,534	298
Elmira	1,176,063	299
Lawton	1,140,310	300
Florence, S.C.	1,129,286	301
Rapid City	1,119,960	302
Cumberland	1,109,161	303
Decatur, Ala.	1,095,308	304
Lawrence, Kans.	1,093,302	305
Bismarck	1,079,718	306
St. Joseph	1,038,366	307
Dubuque	1,032,019	308
Grand Forks	1,024,260	309
Owensboro	990,040	310
Gadsden	974,058	311
Great Falls	938,255	312
Jackson, Tenn.	934,295	313
Yuma	906,864	314
Victoria	874,397	315
Pine Bluff	850,202	316
Laredo	848,630	317
Cheyenne	830,863	318
Casper	809,444	319
Enid	636,588	320
Total Above Areas	**2,896,482,109**	
Percent of U.S.	**82.7716**	
U.S. Total	**3,499,368,237**	

Suburban EBI

Area	($000)	Rank
Los Angeles–Long Beach	72,352,879	1
Washington	63,969,525	2
Chicago	59,793,797	3
Philadelphia	56,022,300	4
Nassau–Suffolk	53,772,777	5
Detroit	51,073,870	6
Boston–Lawrence–Salem–Lowell–Brockton	48,681,709	7
Atlanta	38,356,705	8
Anaheim–Santa Ana	36,785,803	9
Newark	30,618,714	10
Oakland	30,172,515	11
Riverside–San Bernardino	30,118,478	12
St. Louis	29,101,568	13
Minneapolis–St. Paul	29,006,227	14
Baltimore	26,902,760	15
New York	26,344,409	16
Bergen–Passaic	25,588,942	17
Seattle	24,887,123	18
Pittsburgh	23,961,753	19
Houston	23,387,884	20
Cleveland	21,764,843	21
Middlesex–Somerset–Hunterdon	21,403,569	22
Dallas	21,389,395	23
San Diego	20,964,061	24
Tampa–St. Petersburg–Clearwater	20,947,303	25
Denver	19,315,569	26
Monmouth–Ocean	18,768,684	27
San Francisco	18,726,274	28
Miami–Hialeah	18,418,382	29
Sacramento	16,391,088	30
Cincinnati	16,089,725	31
Fort Lauderdale–Hollywood–Pompano Beach	15,435,343	32
Hartford–New Britain–Middletown–Bristol	15,151,698	33
Kansas City	14,754,626	34
San Jose	14,611,183	35
Milwaukee	13,398,460	36
Orlando	12,901,463	37
West Palm Beach–Boca Raton–Delray Beach	12,749,798	38
Rochester, N.Y.	12,695,129	39
Portland, Ore.	12,203,631	40
Bridgeport–Stamford–Norwalk–Danbury	11,287,891	41
Albany–Schenectady–Troy	10,529,329	42
Dayton–Springfield	10,288,961	43
Richmond–Petersburg	10,021,448	44
Buffalo	9,830,786	45
Providence–Pawtucket–Woonsocket	9,672,054	46
Columbus, Ohio	9,627,181	47
Fort Worth–Arlington	9,511,386	48
Salt Lake City–Ogden	9,381,836	49
New Orleans	9,187,148	50
Total Top 50	1,218,317,982	
Louisville	8,827,766	51
Lake County, Ill.	8,504,774	52
New Haven–Waterbury–Meriden	8,390,534	53
Charlotte–Gastonia–Rock Hill	8,306,466	54
Wilmington, Del.	8,160,301	55
Phoenix	7,960,448	56
Birmingham	7,923,726	57
Oxnard–Ventura	7,785,911	58
Harrisburg–Lebanon–Carlisle	7,716,372	59
Syracuse	7,428,561	60
Worcester–Fitchburg–Leominster	7,420,552	61
Greensboro–Winston-Salem–High Point	7,327,553	62
Indianapolis	7,300,364	63
Scranton–Wilkes-Barre	7,270,846	64
Allentown–Bethlehem–Easton	7,247,402	65
Las Vegas	6,890,783	66
Grand Rapids	6,863,799	67
Honolulu	6,848,460	68
Greenville–Spartanburg	6,571,123	69
Nashville	6,334,564	70
Trenton	5,573,650	71
Akron	5,483,215	72
York	5,412,735	73
Raleigh–Durham	5,367,835	74
Lancaster	5,342,354	75
San Antonio	5,121,471	76
Knoxville	5,043,402	77
Columbia, S.C.	5,017,025	78
Tacoma	4,934,978	79
Springfield, Mass.	4,925,525	80
Charleston, S.C.	4,892,168	81
Gary–Hammond	4,847,710	82
Oklahoma City	4,821,407	83
Joliet	4,727,860	84
Youngstown–Warren	4,624,646	85
Bakersfield	4,584,040	86
Austin	4,548,194	87
Portsmouth–Dover–Rochester	4,533,934	88
Orange County, N.Y.	4,474,430	89
Jersey City	4,473,094	90
Memphis	4,393,215	91
Fresno	4,253,093	92
Daytona Beach	4,246,273	93
Augusta	4,244,088	94
Poughkeepsie	4,057,108	95
Atlantic City	4,028,935	96
New Bedford–Fall River–Attleboro	3,985,331	97
Santa Rosa–Petaluma	3,869,983	98
Jacksonville, Fla.	3,848,108	99
Baton Rouge	3,821,657	100
Total Top 100	1,508,895,751	
Reading	3,812,269	101
Lakeland–Winter Haven	3,809,894	102
Tulsa	3,759,105	103
Toledo	3,697,112	104
Sarasota	3,682,154	105
Flint	3,680,988	106
Norfolk–Virginia Beach–Newport News	3,649,850	107
Lansing–East Lansing	3,604,676	108
Pensacola	3,595,873	109
Melbourne–Titusville–Palm Bay	3,464,966	110
Johnson City–Kingsport–Bristol	3,455,474	111
Fort Myers–Cape Coral	3,424,439	112
Tucson	3,421,488	113
Omaha	3,408,028	114
Canton	3,327,238	115
Chattanooga	3,307,322	116
Binghamton	3,293,528	117
Santa Barbara–Santa Maria–Lompoc	3,238,383	118
Saginaw–Bay City–Midland	3,225,326	119
Santa Cruz	3,151,405	120
Fort Pierce	3,090,316	121
Mobile	3,086,492	122
Vallejo–Fairfield–Napa	3,069,407	123
Peoria	3,012,216	124
Des Moines	3,009,370	125
New London–Norwich	3,006,513	126
Manchester–Nashua	2,897,104	127
Aurora–Elgin	2,877,403	128
Little Rock–North Little Rock	2,842,965	129
Portland, Me.	2,828,864	130
Stockton	2,820,134	131
Brazoria	2,786,675	132
Salinas–Seaside–Monterey	2,739,474	133
Madison	2,710,554	134
Utica–Rome	2,643,501	135
Fort Wayne	2,612,673	136
Beaumont–Port Arthur	2,570,845	137
Davenport–Rock Island–Moline	2,554,925	138
Vancouver	2,549,416	139
Ann Arbor	2,502,333	140
Bradenton	2,453,911	141
Jackson, Miss.	2,387,014	142
Huntington–Ashland	2,383,617	143
Charleston, W.Va.	2,371,969	144
Erie	2,357,264	145
Beaver County, Pa.	2,338,105	146
Hamilton–Middletown	2,329,035	147
Appleton–Oshkosh–Neenah	2,280,513	148
Kalamazoo	2,272,986	149
Spokane	2,225,931	150
Total Top 150	1,658,516,834	
Hickory–Morganton	2,189,812	151
Wichita	2,184,006	152
Johnstown	2,176,625	153
Niagara Falls	2,126,836	154
Rockford	2,100,653	155
Bremerton	2,082,357	156
Fayetteville, N.C.	2,060,655	157
Benton Harbor	1,933,425	[illegible]
Modesto	1,894,309	159
Lorain–Elyria	1,889,665	160
Reno	1,881,203	161
Roanoke	1,793,246	162
Naples	1,767,582	163
Salem, Ore.	1,727,745	164
Chico	1,709,763	165
Olympia	1,683,255	166
Macon–Warner Robins	1,674,894	167
Galveston–Texas City	1,671,389	168
Ocala	1,663,405	169
Duluth	1,652,834	170
Evansville	1,641,128	171
Killeen–Temple	1,614,636	172
Visalia–Tulare–Porterville	1,591,557	173
Burlington, Vt.	1,587,612	174
Houma–Thibodaux	1,577,246	175
Fort Walton Beach	1,571,324	176
St. Cloud	1,538,844	177
Muskegon	1,512,333	178
Jackson, Mich.	1,495,053	179
Lexington-Fayette	1,485,722	180
Savannah	1,457,988	181
Eugene–Springfield	1,453,485	182
Gainesville	1,430,844	183
Wheeling	1,424,175	184
Asheville	1,402,696	185
Anderson, S.C.	1,399,636	186
Lima	1,382,833	187
Boulder–Longmont	1,379,784	188
Colorado Springs	1,375,772	189
Bangor	1,372,466	190
Racine	1,355,168	191
Charlottesville	1,344,743	192
Green Bay	1,341,946	193
Tallahassee	1,336,299	194
Yakima	1,323,748	195
Sharon	1,313,200	196
Glens Falls	1,300,240	197
South Bend–Mishawaka	1,296,342	198
Athens	1,291,904	199
Lafayette, La.	1,276,963	200
Total Top 200	1,739,256,170	
Battle Creek	1,268,516	201
Pittsfield	1,261,153	202
Merced	1,253,775	203
Springfield, Mo.	1,236,371	204
Biloxi–Gulfport	1,235,703	205
McAllen–Edinburg–Mission	1,180,947	206
Parkersburg–Marietta	1,178,219	207
Montgomery	1,142,328	208
Lake Charles	1,139,474	209
Jamestown–Dunkirk	1,120,897	210
Yuba City	1,119,586	211
Springfield, Ill.	1,115,384	212
Steubenville–Weirton	1,112,433	213
Williamsport	1,102,799	214
Medford	1,088,433	215
Elkhart–Goshen	1,084,404	216
Huntsville	1,066,953	217
State College	1,065,886	218
Hagerstown	1,064,799	219
Florence, Ala.	1,018,302	220
Albuquerque	1,016,913	221
Boise	1,002,773	222
Eau Claire	991,970	223
Waco	986,775	224
Joplin	986,219	225
Redding	972,933	226
Pascagoula	972,761	227
Panama City	970,947	228
Mansfield	950,032	229
Terre Haute	949,047	230
Tyler	944,157	231
Fort Smith	943,774	232
Anniston	940,023	233
Jacksonville, N.C.	939,761	234
Santa Fe	937,880	235
Wausau	932,517	236
Altoona	932,335	237
Shreveport	922,305	238
Monroe	921,433	239
Lynchburg	917,102	240
Bellingham	910,850	241
Provo–Orem	906,830	242
Cedar Rapids	881,943	243
Anderson, Ind.	873,253	244
Corpus Christi	867,757	245
Wilmington, N.C.	867,217	246
Kankakee	853,733	247
Alexandria, La.	837,095	248
Cumberland	834,312	249
Elmira	826,313	250
Total Top 250	1,789,908,492	
Champaign–Urbana–Rantoul	822,912	251
Burlington, N.C.	802,483	252
Kenosha	800,900	253
Florence, S.C.	800,004	254
Longview–Marshall	789,012	255
Brownsville–Harlingen	785,454	256
Sheboygan	775,033	257
Fort Collins–Loveland	771,797	258
Dothan	766,314	259
Tuscaloosa	764,580	260
Richland–Kennewick–Pasco	758,004	261
Greeley	743,826	262
Kokomo	713,980	263
Lafayette–West Lafayette	708,489	264
Texarkana	706,444	265
Janesville–Beloit	680,217	266
Topeka	656,230	267
Waterloo–Cedar Falls	655,346	268
La Crosse	651,895	269
Columbus, Ga.	647,153	270
Bloomington, Ind.	640,133	271
Muncie	622,616	272
Clarksville–Hopkinsville	618,923	273
Columbia, Mo.	614,416	274
Danville, Va.	600,656	275
Bloomington–Normal	591,395	276
El Paso	568,304	277
Las Cruces	566,145	278
Iowa City	564,138	279
Fargo–Moorhead	550,556	280
Gadsden	547,810	281
Rochester, Minn.	522,565	282
Lewiston–Auburn	512,195	283
Sherman–Denison	503,736	284
Decatur, Ala.	503,184	285
Decatur, Ill.	495,442	286
Vineland–Millville–Bridgeton	474,282	287
Fayetteville–Springdale	446,608	288
Albany, Ga.	438,180	289
Amarillo	424,727	290
Lubbock	381,610	291
Yuma	377,367	292
Billings	376,778	293
Sioux City	369,089	294
Owensboro	367,076	295
Bismarck	345,389	296
Lincoln	338,833	297
Jackson, Tenn.	337,559	298
Rapid City	330,471	299
Odessa	322,659	300
Dubuque	322,331	301
Lawton	316,257	302
Sioux Falls	310,457	303
Wichita Falls	294,144	304
Pine Bluff	273,801	305
Grand Forks	271,853	306
Pueblo	256,398	307
Cheyenne	238,793	308
Great Falls	235,892	309
Victoria	229,399	310
Lawrence, Kans.	227,410	311
Midland, Tex.	217,536	312
San Angelo	189,924	313
Casper	174,810	314
Bryan–College Station	171,242	315
St. Joseph	152,491	316
Abilene	143,296	317
Enid	122,983	318
Laredo	106,165	319
Anchorage	0	320
Total Above Areas	1,822,311,589	
Percent of U.S.	100.0000	
U.S. Total	1,822,311,589	

Median Household EBI

Area	($)	Rank
Nassau–Suffolk	49,494	1
Middlesex–Somerset–Hunterdon	48,591	2
San Jose	45,662	3
Bergen–Passaic	44,360	4
Bridgeport–Stamford–Norwalk–Danbury	43,866	5
Trenton	43,186	6
Washington	42,929	7
Lake County, Ill.	41,617	8
Anaheim–Santa Ana	41,179	9
Oxnard–Ventura	40,320	10
Newark	40,296	11
Manchester–Nashua	39,598	12
Poughkeepsie	38,897	13
San Francisco	38,826	14
Oakland	38,096	15
Monmouth–Ocean	37,880	16
Joliet	37,403	17
Brazoria	37,280	18
Honolulu	37,072	19
Anchorage	36,633	20
Hartford–New Britain–Middletown–Bristol	36,477	21
Boston–Lawrence–Salem–Lowell–Brockton	36,445	22
Seattle	36,423	23
Portsmouth–Dover–Rochester	36,373	24
Kenosha	35,536	25
Aurora–Elgin	35,136	26
Richland–Kennewick–Pasco	35,037	27
New Haven–Waterbury–Meriden	34,699	28
Chicago	33,927	29
Minneapolis–St. Paul	33,773	30
Milwaukee	33,549	31
Santa Rosa–Petaluma	33,505	32
Baltimore	33,440	33
Orange County, N.Y.	33,407	34
Rochester, Minn.	33,352	35
Santa Cruz	33,294	36
Philadelphia	33,277	37
Denver	33,138	38
Los Angeles–Long Beach	32,976	39
Atlanta	32,838	40
Peoria	32,798	41
Wilmington, Del.	32,750	42
Santa Barbara–Santa Maria–Lompoc	32,650	43
Vallejo–Fairfield–Napa	32,578	44
Rochester, N.Y.	32,561	45
Worcester–Fitchburg–Leominster	32,267	46
New London–Norwich	32,150	47
Richmond–Petersburg	32,135	48
San Diego	32,013	49
Sacramento	31,903	50
Salinas–Seaside–Monterey	31,878	51
Burlington, Vt.	31,852	52
Racine	31,751	53
West Palm Beach–Boca Raton–Delray Beach	31,461	54
Cedar Rapids	31,314	55
Waterloo–Cedar Falls	31,229	56
Kansas City	31,212	57
Sheboygan	31,176	58
Omaha	31,166	59
Rockford	31,155	60
Fort Worth–Arlington	31,118	61
St. Louis	31,099	62
Detroit	31,089	63
Dallas	31,057	64
Bloomington–Normal	31,037	65
Harrisburg–Lebanon–Carlisle	30,928	66
Grand Rapids	30,848	67
Davenport–Rock Island–Moline	30,570	68
Huntsville	30,483	69
Lancaster	30,466	70
Reno	30,460	71
Albany–Schenectady–Troy	30,420	72
Fort Lauderdale–Hollywood–Pompano Beach	30,411	73
Kalamazoo	30,387	74
Houston	30,278	75
Wichita	30,264	76
Lorain–Elyria	30,251	77
Madison	30,218	78
Allentown–Bethlehem–Easton	30,117	79
York	30,053	80
Binghamton	30,046	81
Portland, Ore.	29,982	82
Riverside–San Bernardino	29,951	83
Cleveland	29,946	84
Battle Creek	29,888	85
Decatur, Ill.	29,857	86
Lincoln	29,819	87
Portland, Me.	29,780	88
Topeka	29,723	89
Vancouver	29,622	90
Syracuse	29,574	91
Ann Arbor	29,515	92
Santa Fe	29,511	93
Raleigh–Durham	29,499	94
Lansing–East Lansing	29,475	95
Appleton–Oshkosh–Neenah	29,473	96
Bremerton	29,428	97
Cincinnati	29,424	98
Sioux Falls	29,366	99
Beaumont–Port Arthur	29,356	100
Boulder–Longmont	29,203	101
Galveston–Texas City	29,177	102
Midland, Tex.	29,172	103
Janesville–Beloit	29,129	104
Erie	28,971	105
Casper	28,933	106
Indianapolis	28,910	107
Des Moines	28,898	108
Reading	28,857	109
Vineland–Millville–Bridgeton	28,848	110
Jackson, Mich.	28,816	111
Bakersfield	28,797	112
Phoenix	28,778	113
Nashville	28,687	114
Gary–Hammond	28,649	115
Columbia, S.C.	28,565	116
Green Bay	28,491	117
Providence–Pawtucket–Woonsocket	28,441	118
Fort Wayne	28,353	119
Houma–Thibodaux	28,350	120
Kokomo	28,282	121
Salt Lake City–Ogden	28,274	122
Springfield, Mass.	28,208	123
Las Vegas	28,175	124
Baton Rouge	28,110	125
Orlando	28,067	126
Grand Forks	28,053	127
Buffalo	28,022	128
New York	27,895	129
Olympia	27,829	130
Norfolk–Virginia Beach–Newport News	27,790	131
Boise	27,774	132
Dayton–Springfield	27,773	133
Odessa	27,712	134
Saginaw–Bay City–Midland	27,682	135
Beaver County, Pa.	27,665	136
Stockton	27,627	137
New Bedford–Fall River–Attleboro	27,620	138
Hamilton–Middletown	27,608	139
Jacksonville, Fla.	27,605	140
Pittsfield	27,432	141
Jersey City	27,405	142
Akron	27,387	143
Charlotte–Gastonia–Rock Hill	27,374	144
Lake Charles	27,337	145
Fresno	27,326	146
Wausau	27,274	147
Niagara Falls	27,271	148
Pittsburgh	27,271	148
Toledo	27,210	150
Columbus, Ohio	27,185	151
Macon–Warner Robins	27,175	152
Sharon	26,927	153
Youngstown–Warren	26,854	154
Austin	26,741	155
Fort Myers–Cape Coral	26,730	156
Melbourne–Titusville–Palm Bay	26,592	157
Charlottesville	26,585	158
Lima	26,555	159
Kankakee	26,554	160
Flint	26,553	161
Victoria	26,541	162
Amarillo	26,528	163
Modesto	26,446	164
Fort Walton Beach	26,442	165
Greensboro–Winston-Salem–High Point	26,410	166
Bismarck	26,381	167
South Bend–Mishawaka	26,366	168
Canton	26,332	169
Dubuque	26,304	170
Duluth	26,287	171
Hagerstown	26,272	172
La Crosse	26,270	173
Pascagoula	26,250	174
Miami–Hialeah	26,243	175
Tyler	26,221	176
Pensacola	26,150	177
Columbia, Mo.	26,132	178
Lynchburg	26,113	179
Glens Falls	26,067	180
Evansville	26,033	181
Little Rock–North Little Rock	25,920	182
Muskegon	25,896	183
Louisville	25,860	184
Lafayette, La.	25,821	185
Anderson, Ind.	25,817	186
Sarasota	25,788	187
Savannah	25,768	188
Springfield, Ill.	25,756	189
Steubenville–Weirton	25,730	190
Elkhart–Goshen	25,692	191
Mansfield	25,683	192
Iowa City	25,680	193
Colorado Springs	25,678	194
Utica–Rome	25,666	195
Charleston, W.Va.	25,647	196
Roanoke	25,557	197
Fargo–Moorhead	25,469	198
Lewiston–Auburn	25,416	199
New Orleans	25,409	200
Hickory–Morganton	25,404	201
Benton Harbor	25,403	202
Bangor	25,307	203
Lafayette–West Lafayette	25,301	204
Williamsport	25,216	205
Atlantic City	25,148	206
Fort Pierce	25,049	207
St. Cloud	25,024	208
Jackson, Miss.	25,002	209
Tampa–St. Petersburg–Clearwater	24,976	210
Elmira	24,953	211
Champaign–Urbana–Rantoul	24,923	212
Longview–Marshall	24,843	213
Memphis	24,834	214
Lexington-Fayette	24,831	215
Billings	24,815	216
Rapid City	24,780	217
Bradenton	24,742	218
Fort Collins–Loveland	24,735	219
Greenville–Spartanburg	24,687	220
Anderson, S.C.	24,627	221
Scranton–Wilkes-Barre	24,622	222
Augusta	24,611	223
Tacoma	24,514	224
Albany, Ga.	24,496	225
Naples	24,454	226
Tallahassee	24,426	227
Charleston, S.C.	24,273	228
Tulsa	24,266	229
San Angelo	24,259	230
Sherman–Denison	24,190	231
Montgomery	24,176	232
Great Falls	24,105	233
Eau Claire	24,099	234
Birmingham	24,052	235
Burlington, N.C.	24,012	236
Mobile	24,001	237
Lakeland–Winter Haven	23,966	238
Albuquerque	23,945	239
San Antonio	23,865	240
Lawrence, Kans.	23,820	241
Jackson, Tenn.	23,818	242
Oklahoma City	23,803	243
Altoona	23,794	244
Parkersburg–Marietta	23,794	244
St. Joseph	23,788	246
Terre Haute	23,765	247
Chattanooga	23,760	248
Jamestown–Dunkirk	23,749	249
Bellingham	23,718	250
Muncie	23,632	251
Corpus Christi	23,620	252
Knoxville	23,564	253
Sioux City	23,537	254
Spokane	23,479	255
Daytona Beach	23,439	256
Wheeling	23,425	257
State College	23,346	258
Redding	23,280	259
Greeley	23,268	260
Yuba City	23,220	261
Provo–Orem	23,209	262
Shreveport	23,187	263
Asheville	23,077	264
Merced	23,062	265
Eugene–Springfield	22,972	266
Springfield, Mo.	22,941	267
Cheyenne	22,853	268
Owensboro	22,824	269
Decatur, Ala.	22,772	270
Johnson City–Kingsport–Bristol	22,770	271
Danville, Va.	22,606	272
Lubbock	22,565	273
Bloomington, Ind.	22,458	274
Wilmington, N.C.	22,390	275
Florence, Ala.	22,349	276
Biloxi–Gulfport	22,338	277
Visalia–Tulare–Porterville	22,105	278
Cumberland	22,065	279
Gainesville	22,050	280
Tucson	21,969	281
Athens	21,949	282
Fayetteville–Springdale	21,939	283
Enid	21,867	284
Salem, Ore.	21,833	285
Medford	21,826	286
Yakima	21,806	287
Fayetteville, N.C.	21,697	288
Texarkana	21,584	289
Columbus, Ga.	21,551	290
Abilene	21,470	291
Wichita Falls	21,451	292
Killeen–Temple	21,402	293
Waco	21,338	294
Pueblo	21,167	295
Florence, S.C.	21,075	296
Clarksville–Hopkinsville	21,057	297
Lawton	21,033	298
El Paso	20,884	299
Dothan	20,829	300
Anniston	20,765	301
Huntington–Ashland	20,583	302
Johnstown	20,575	303
Alexandria, La.	20,550	304
Tuscaloosa	20,449	305
Chico	20,435	306
Fort Smith	20,265	307
Pine Bluff	20,222	308
Bryan–College Station	20,169	309
Joplin	20,109	310
Monroe	20,020	311
Panama City	19,920	312
Ocala	19,616	313
Yuma	18,485	314
Gadsden	18,290	315
Las Cruces	18,273	316
Brownsville–Harlingen	17,320	317
Jacksonville, N.C.	17,221	318
McAllen–Edinburg–Mission	16,224	319
Laredo	15,915	320
Median Above Areas	**30,098**	
U.S. Median	**27,912**	

Households with EBIs of $50,000 and Above

Area	(Thous.)	Rank
Los Angeles–Long Beach	918.2	1
New York	816.1	2
Chicago	659.0	3
Washington	622.1	4
Philadelphia	510.4	5
Boston–Lawrence–Salem–Lowell–Brockton	472.2	6
Nassau–Suffolk	424.3	7
Detroit	385.3	8
Anaheim–Santa Ana	333.2	9
Atlanta	297.7	10
Oakland	285.0	11
Houston	269.9	12
Seattle	259.7	13
San Diego	257.4	14
Newark	256.4	15
Minneapolis–St. Paul	252.1	16
Dallas	248.0	17
Baltimore	244.8	18
San Francisco	241.2	19
San Jose	236.1	20
Riverside–San Bernardino	223.1	21
St. Louis	219.8	22
Bergen–Passaic	202.1	23
Middlesex–Somerset–Hunterdon	178.2	24
Phoenix	175.1	25
Denver	171.1	26
Cleveland	159.8	27
Tampa–St. Petersburg–Clearwater	158.1	28
Sacramento	156.2	29
Miami–Hialeah	154.9	30
Pittsburgh	148.5	31
Kansas City	145.6	32
Milwaukee	139.8	33
Fort Lauderdale–Hollywood–Pompano Beach	139.3	34
Hartford–New Britain–Middletown–Bristol	136.1	35
Bridgeport–Stamford–Norwalk–Danbury	134.3	36
Monmouth–Ocean	131.4	37
Fort Worth–Arlington	123.7	38
Cincinnati	119.1	39
Portland, Ore.	108.3	40
West Palm Beach–Boca Raton–Delray Beach	105.4	41
Norfolk–Virginia Beach–Newport News	97.7	42
Rochester, N.Y.	97.4	43
Indianapolis	95.0	44
Columbus, Ohio	94.7	45
Honolulu	93.6	46
New Haven–Waterbury–Meriden	92.9	47
Orlando	90.3	48
Oxnard–Ventura	84.3	49
Nashville	82.5	50
Total Top 50	**12,047.4**	
Richmond–Petersburg	82.2	51
New Orleans	80.1	52
Albany–Schenectady–Troy	79.6	53
Charlotte–Gastonia–Rock Hill	78.4	54
Jacksonville, Fla.	76.3	55
Providence–Pawtucket–Woonsocket	72.5	56
San Antonio	71.3	57
Buffalo	70.9	58
Lake County, Ill.	69.8	59
Raleigh–Durham	68.2	60
Worcester–Fitchburg–Leominster	67.7	61
Dayton–Springfield	67.2	62
Memphis	66.0	63
Greensboro–Winston-Salem–High Point	65.1	64
Austin	64.8	65
Salt Lake City–Ogden	61.0	66
Las Vegas	60.0	67
Louisville	59.0	68
Wilmington, Del.	56.6	69
Birmingham	56.1	70
Omaha	55.4	71
Allentown–Bethlehem–Easton	55.3	72
Grand Rapids	52.9	73
Syracuse	52.1	74
Harrisburg–Lebanon–Carlisle	51.1	75
Trenton	49.8	76
Fresno	49.6	77
Oklahoma City	49.2	78
Jersey City	46.7	79
Manchester–Nashua	46.1	80
Springfield, Mass.	44.9	81
Santa Rosa–Petaluma	44.7	82
Bakersfield	42.7	83
Akron	42.1	84
Toledo	41.2	85
Vallejo–Fairfield–Napa	41.2	85
Portsmouth–Dover–Rochester	40.1	87
Wichita	39.7	88
Baton Rouge	39.4	89
Scranton–Wilkes-Barre	39.1	90
Tulsa	38.7	91
Joliet	38.6	92
Santa Barbara–Santa Maria–Lompoc	38.4	93
Knoxville	38.3	94
New Bedford–Fall River–Attleboro	35.3	95
Columbia, S.C.	34.8	96
Little Rock–North Little Rock	34.8	96
Stockton	34.5	98
Greenville–Spartanburg	34.0	99
Aurora–Elgin	33.2	100
Total Top 100	**14,704.1**	
Peoria	32.7	101
Gary–Hammond	32.4	102
Lancaster	32.3	103
Tucson	32.3	103
Poughkeepsie	31.8	105
Lansing–East Lansing	31.5	106
Madison	31.5	106
Melbourne–Titusville–Palm Bay	31.2	108
Tacoma	30.5	109
Salinas–Seaside–Monterey	30.2	110
York	30.0	111
Albuquerque	29.1	112
Youngstown–Warren	29.1	112
Des Moines	28.9	114
Fort Myers–Cape Coral	28.2	115
Davenport–Rock Island–Moline	27.9	116
Anchorage	27.8	117
Mobile	27.7	118
Orange County, N.Y.	27.5	119
Beaumont–Port Arthur	26.8	120
Santa Cruz	26.3	121
Charleston, S.C.	26.2	122
Jackson, Miss.	26.0	123
Daytona Beach	25.5	124
Reno	25.2	125
Modesto	24.9	126
Huntsville	24.8	127
Pensacola	24.5	128
Colorado Springs	24.4	129
Saginaw–Bay City–Midland	24.4	129
Reading	24.3	131
Sarasota	23.9	132
Chattanooga	23.8	133
Lakeland–Winter Haven	23.8	133
Binghamton	23.7	135
New London–Norwich	23.5	136
Lexington-Fayette	23.3	137
Fort Wayne	23.1	138
Ann Arbor	22.8	139
Atlantic City	22.8	139
Augusta	22.7	141
El Paso	22.1	142
Rockford	22.1	142
Flint	21.8	144
Johnson City–Kingsport–Bristol	21.8	144
Portland, Me.	21.3	146
Macon–Warner Robins	20.4	147
Erie	19.7	148
Appleton–Oshkosh–Neenah	19.6	149
Kalamazoo	19.0	150
Total Top 150	**16,001.2**	
Spokane	19.0	150
Boulder–Longmont	18.9	152
Canton	18.9	152
Brazoria	18.5	154
Fort Pierce	18.4	155
Lincoln	18.1	156
Tallahassee	18.1	156
Shreveport	18.0	158
Utica–Rome	17.9	159
Vancouver	17.8	160
Savannah	17.6	161
Galveston–Texas City	17.2	162
Montgomery	17.2	162
Lorain–Elyria	17.1	164
Evansville	16.7	165
Hamilton–Middletown	16.7	165
Corpus Christi	16.3	167
Bradenton	15.3	168
Richland–Kennewick–Pasco	15.2	169
Charleston, W.Va.	14.9	170
Boise	14.8	171
Bremerton	14.1	172
South Bend–Mishawaka	13.9	173
Kenosha	13.8	174
Roanoke	13.8	174
Topeka	13.7	176
Visalia–Tulare–Porterville	13.6	177
Burlington, Vt.	13.5	178
Cedar Rapids	13.3	179
Gainesville	13.3	179
Duluth	13.2	181
Racine	13.2	181
Lafayette, La.	13.0	183
Niagara Falls	12.7	184
Eugene–Springfield	12.6	185
Springfield, Mo.	12.4	186
Amarillo	12.2	187
Olympia	12.2	187
Naples	12.1	189
Waterloo–Cedar Falls	11.9	190
Battle Creek	11.7	191
Bloomington–Normal	11.7	191
Huntington–Ashland	11.6	193
Springfield, Ill.	11.3	194
Champaign–Urbana–Rantoul	11.1	195
Santa Fe	11.1	195
Green Bay	11.0	197
Houma–Thibodaux	10.8	198
Lubbock	10.8	198
Columbus, Ga.	10.7	200
Total Top 200	**16,724.1**	
Fort Collins–Loveland	10.7	200
Hickory–Morganton	10.7	200
Fort Walton Beach	10.5	203
Tyler	10.5	203
Killeen–Temple	10.4	205
Pittsfield	10.3	206
Biloxi–Gulfport	10.2	207
Rochester, Minn.	10.2	207
Vineland–Millville–Bridgeton	10.1	209
Jackson, Mich.	10.0	210
Lake Charles	9.8	211
Beaver County, Pa.	9.7	212
Salem, Ore.	9.7	212
Sioux Falls	9.7	212
Decatur, Ill.	9.6	215
Benton Harbor	9.4	216
Fayetteville, N.C.	9.4	216
Charlottesville	9.2	218
Longview–Marshall	9.2	218
Waco	9.1	220
Muskegon	9.0	221
Midland, Tex.	8.9	222
Asheville	8.8	223
Chico	8.7	224
Lynchburg	8.7	224
Redding	8.7	224
McAllen–Edinburg–Mission	8.6	227
Athens	8.5	228
Lima	8.4	229
Ocala	8.4	229
Columbia, Mo.	8.3	231
Janesville–Beloit	8.3	231
Provo–Orem	8.3	231
Bangor	8.2	234
Merced	8.2	234
St. Cloud	8.1	236
Fargo–Moorhead	8.0	237
Yakima	8.0	237
Elkhart–Goshen	7.7	239
Lafayette–West Lafayette	7.6	240
Odessa	7.5	241
Sheboygan	7.5	241
Kokomo	7.3	243
Yuba City	7.2	244
Hagerstown	7.1	245
Iowa City	7.1	245
Anderson, Ind.	6.9	247
Anderson, S.C.	6.9	247
Bellingham	6.9	247
Glens Falls	6.9	247
Total Top 250	**17,161.2**	
Fort Smith	6.8	251
Sharon	6.8	251
Terre Haute	6.8	251
Wheeling	6.7	254
Brownsville–Harlingen	6.6	255
Johnstown	6.6	255
Steubenville–Weirton	6.6	255
Tuscaloosa	6.6	255
Bryan–College Station	6.5	259
Eau Claire	6.5	259
Jamestown–Dunkirk	6.5	259
Bloomington, Ind.	6.4	262
Parkersburg–Marietta	6.3	263
Williamsport	6.3	263
Clarksville–Hopkinsville	6.2	265
Florence, Ala.	6.2	265
Mansfield	6.1	267
San Angelo	6.1	267
Lewiston–Auburn	6.0	269
State College	6.0	269
Billings	5.9	271
Monroe	5.9	271
Wausau	5.9	271
Wilmington, N.C.	5.8	274
Altoona	5.7	275
Fayetteville–Springdale	5.7	275
La Crosse	5.7	275
Albany, Ga.	5.6	278
Alexandria, La.	5.6	278
Greeley	5.6	278
Medford	5.6	278
Pascagoula	5.6	278
Grand Forks	5.4	283
Kankakee	5.4	283
Muncie	5.4	283
Sherman–Denison	5.4	283
Texarkana	5.4	283
Lawrence, Kans.	5.3	288
Rapid City	5.3	288
Joplin	5.2	290
Wichita Falls	5.2	290
Elmira	5.1	292
Panama City	5.1	292
Pueblo	5.1	292
Abilene	5.0	295
Burlington, N.C.	5.0	295
Dothan	5.0	295
Las Cruces	5.0	295
Sioux City	5.0	295
Danville, Va.	4.9	300
Bismarck	4.8	301
Jackson, Tenn.	4.8	301
St. Joseph	4.6	303
Florence, S.C.	4.4	304
Decatur, Ala.	4.3	305
Cumberland	4.2	306
Anniston	4.1	307
Pine Bluff	4.1	307
Victoria	4.0	309
Great Falls	3.9	310
Lawton	3.9	310
Casper	3.8	312
Dubuque	3.8	312
Owensboro	3.8	312
Cheyenne	3.4	315
Gadsden	3.1	316
Laredo	3.0	317
Yuma	2.6	318
Enid	2.2	319
Jacksonville, N.C.	2.2	319
Total Above Areas	**17,526.6**	
Percent of U.S.	**88.0101**	
U.S. Total	**19,914.3**	

Buying Power Index (BPI)

Area	BPI	Rank
Los Angeles–Long Beach	3.8050	1
New York	3.4639	2
Chicago	2.6730	3
Philadelphia	2.1031	4
Washington	1.9964	5
Detroit	1.8192	6
Boston–Lawrence–Salem–Lowell–Brockton	1.8165	7
Nassau–Suffolk	1.4095	8
Houston	1.3305	9
Atlanta	1.2695	10
Anaheim–Santa Ana	1.1915	11
Dallas	1.1648	12
Minneapolis–St. Paul	1.1126	13
San Diego	1.1115	14
St. Louis	1.0241	15
Riverside–San Bernardino	1.0177	16
Baltimore	.9991	17
Oakland	.9854	18
Seattle	.9681	19
Phoenix	.8806	20
Tampa–St. Petersburg–Clearwater	.8733	21
Newark	.8715	22
San Francisco	.8654	23
Pittsburgh	.8118	24
Miami–Hialeah	.7723	25
San Jose	.7511	26
Cleveland	.7509	27
Denver	.7225	28
Bergen–Passaic	.6952	29
Kansas City	.6817	30
Sacramento	.6556	31
Milwaukee	.6239	32
Fort Lauderdale–Hollywood–Pompano Beach	.6122	33
Cincinnati	.5971	34
Fort Worth–Arlington	.5783	35
Columbus, Ohio	.5542	36
Norfolk–Virginia Beach–Newport News	.5479	37
Middlesex–Somerset–Hunterdon	.5459	38
Portland, Ore.	.5418	39
Hartford–New Britain–Middletown–Bristol	.5255	40
Indianapolis	.5239	41
Monmouth–Ocean	.4904	42
New Orleans	.4778	43
San Antonio	.4723	44
Orlando	.4708	45
Charlotte–Gastonia–Rock Hill	.4657	46
Bridgeport–Stamford–Norwalk–Danbury	.4626	47
West Palm Beach–Boca Raton–Delray Beach	.4378	48
Rochester, N.Y.	.4314	49
Nashville	.4131	50
Total Top 50	**50.3659**	
Honolulu	.3980	51
Buffalo	.3854	52
Greensboro–Winston-Salem–High Point	.3838	53
Salt Lake City–Ogden	.3838	53
Albany–Schenectady–Troy	.3816	55
Richmond–Petersburg	.3778	56
Jacksonville, Fla.	.3768	57
Dayton–Springfield	.3741	58
Louisville	.3720	59
Providence–Pawtucket–Woonsocket	.3714	60
Memphis	.3692	61
New Haven–Waterbury–Meriden	.3660	62
Oklahoma City	.3622	63
Birmingham	.3439	64
Austin	.3274	65
Raleigh–Durham	.3247	66
Las Vegas	.3068	67
Worcester–Fitchburg–Leominster	.3046	68
Oxnard–Ventura	.3031	69
Grand Rapids	.2858	70
Allentown–Bethlehem–Easton	.2840	71
Scranton–Wilkes-Barre	.2773	72
Tulsa	.2695	73
Syracuse	.2685	74
Omaha	.2635	75
Lake County, Ill.	.2593	76
Harrisburg–Lebanon–Carlisle	.2573	77
Wilmington, Del.	.2569	78
Fresno	.2516	79
Akron	.2482	80
Greenville–Spartanburg	.2431	81
Springfield, Mass.	.2418	82
Toledo	.2404	83
Tucson	.2404	83
Knoxville	.2362	85
Tacoma	.2129	86
Gary–Hammond	.2126	87
Jersey City	.2095	88
Little Rock–North Little Rock	.2087	89
Baton Rouge	.2057	90
New Bedford–Fall River–Attleboro	.2057	90
Bakersfield	.2043	92
Wichita	.1957	93
Albuquerque	.1909	94
Youngstown–Warren	.1858	95
Charleston, S.C.	.1851	96
Columbia, S.C.	.1851	96
El Paso	.1839	98
Santa Rosa–Petaluma	.1792	99
Vallejo–Fairfield–Napa	.1775	100
Total Top 100	**64.2449**	
Manchester–Nashua	.1752	101
Lansing–East Lansing	.1751	102
Lancaster	.1740	103
Stockton	.1740	103
Portsmouth–Dover–Rochester	.1734	105
Mobile	.1722	106
Des Moines	.1718	107
York	.1694	108
Trenton	.1683	109
Flint	.1658	110
Madison	.1646	111
Santa Barbara–Santa Maria–Lompoc	.1607	112
Melbourne–Titusville–Palm Bay	.1605	113
Chattanooga	.1583	114
Fort Myers–Cape Coral	.1534	115
Saginaw–Bay City–Midland	.1532	116
Lakeland–Winter Haven	.1520	117
Colorado Springs	.1517	118
Aurora–Elgin	.1508	119
Joliet	.1504	120
Johnson City–Kingsport–Bristol	.1501	121
Daytona Beach	.1498	122
Jackson, Miss.	.1488	123
Davenport–Rock Island–Moline	.1468	124
Augusta	.1461	125
Peoria	.1455	126
Fort Wayne	.1450	127
Lexington-Fayette	.1449	128
Canton	.1436	129
Salinas–Seaside–Monterey	.1417	130
Atlantic City	.1406	131
Spokane	.1399	132
Modesto	.1394	133
Beaumont–Port Arthur	.1392	134
Reading	.1368	135
Sarasota	.1334	136
Pensacola	.1309	137
Orange County, N.Y.	.1290	138
Appleton–Oshkosh–Neenah	.1273	139
Shreveport	.1258	140
Portland, Me.	.1255	141
Ann Arbor	.1209	142
Poughkeepsie	.1206	143
Corpus Christi	.1198	144
Reno	.1193	145
Rockford	.1168	146
Utica–Rome	.1166	147
Anchorage	.1137	148
Binghamton	.1116	149
Montgomery	.1093	150
Total Top 150	**71.4984**	
Macon–Warner Robins	.1091	151
New London–Norwich	.1089	152
Evansville	.1080	153
Eugene–Springfield	.1064	154
Santa Cruz	.1064	154
Erie	.1056	156
Huntsville	.1052	157
Fort Pierce	.1042	158
Huntington–Ashland	.1031	159
Hamilton–Middletown	.1005	160
McAllen–Edinburg–Mission	.0988	161
Lorain–Elyria	.0976	162
Visalia–Tulare–Porterville	.0973	163
Boulder–Longmont	.0968	164
Charleston, W.Va.	.0968	164
Roanoke	.0968	164
Springfield, Mo.	.0966	167
South Bend–Mishawaka	.0957	168
Savannah	.0952	169
Kalamazoo	.0950	170
Salem, Ore.	.0946	171
Fayetteville, N.C.	.0927	172
Tallahassee	.0914	173
Duluth	.0913	174
Lincoln	.0900	175
Lubbock	.0878	176
Bradenton	.0870	177
Vancouver	.0863	178
Columbus, Ga.	.0856	179
St. Cloud	.0852	180
Galveston–Texas City	.0846	181
Hickory–Morganton	.0846	181
Niagara Falls	.0832	183
Killeen–Temple	.0828	184
Amarillo	.0821	185
Boise	.0818	186
Green Bay	.08[illegible]	187
Lafayette, La.	.0793	188
Gainesville	.0786	189
Springfield, Ill.	.0774	190
Johnstown	.0760	191
Cedar Rapids	.0741	192
Brazoria	.0732	193
Provo–Orem	.0715	194
Racine	.0714	195
Topeka	.0709	196
Bremerton	.0705	197
Ocala	.0705	197
Brownsville–Harlingen	.0699	199
Fort Collins–Loveland	.0699	199
Total Top 200	**75.9478**	
Champaign–Urbana–Rantoul	.0691	201
Naples	.0685	202
Biloxi–Gulfport	.0681	203
Asheville	.0678	204
Waco	.0676	205
Chico	.0640	206
Beaver County, Pa.	.0635	207
Houma–Thibodaux	.0635	207
Fort Smith	.0632	209
Olympia	.0631	210
Longview–Marshall	.0630	211
Yakima	.0627	212
Fargo–Moorhead	.0618	213
Lake Charles	.0615	214
Burlington, Vt.	.0614	215
Tyler	.0614	215
Richland–Kennewick–Pasco	.0612	217
Benton Harbor	.0605	218
Waterloo–Cedar Falls	.0602	219
Bangor	.0601	220
Elkhart–Goshen	.0595	221
Pittsfield	.0595	221
Medford	.0590	223
Lima	.0585	224
Sioux Falls	.0578	225
Fort Walton Beach	.0575	226
Redding	.0569	227
Terre Haute	.0568	228
Muskegon	.0567	229
Battle Creek	.0561	230
Jackson, Mich.	.0560	231
Bloomington–Normal	.0556	232
Clarksville–Hopkinsville	.0556	232
Janesville–Beloit	.0556	232
Wheeling	.0556	232
Athens	.0549	236
Merced	.0548	237
Charlottesville	.0547	238
Parkersburg–Marietta	.0544	239
Vineland–Millville–Bridgeton	.0543	240
Lynchburg	.0541	241
Anderson, S.C.	.0530	242
Monroe	.0525	243
Eau Claire	.0523	244
Tuscaloosa	.0522	245
Kenosha	.0517	246
Lafayette–West Lafayette	.0498	247
Jamestown–Dunkirk	.0495	248
Bellingham	.0493	249
Decatur, Ill.	.0492	250
Total Top 250	**78.8634**	
Rochester, Minn.	.0492	250
Santa Fe	.0492	250
Joplin	.0489	253
Altoona	.0488	254
Wilmington, N.C.	.0486	255
Glens Falls	.0483	256
Mansfield	.0479	257
Dothan	.0478	258
Steubenville–Weirton	.0478	258
Panama City	.0473	260
Anderson, Ind.	.0469	261
Billings	.0469	261
Alexandria, La.	.0464	263
Florence, Ala.	.0464	263
Columbia, Mo.	.0463	265
Williamsport	.0455	266
Hagerstown	.0452	267
Fayetteville–Springdale	.0451	268
Wichita Falls	.0451	268
Midland, Tex.	.0449	270
Odessa	.0446	271
State College	.0438	272
Sharon	.0432	273
Abilene	.0431	274
Sioux City	.0431	274
Wausau	.0431	274
Texarkana	.0430	277
Burlington, N.C.	.0429	278
Jacksonville, N.C.	.0422	279
Bryan–College Station	.0420	280
Muncie	.0419	281
Greeley	.0416	282
Lewiston–Auburn	.0415	283
Yuba City	.0415	283
Florence, S.C.	.0414	285
Pueblo	.0410	286
Sheboygan	.0409	287
La Crosse	.0404	288
Albany, Ga.	.0402	289
Bloomington, Ind.	.0393	290
Kokomo	.0393	290
Anniston	.0391	292
Las Cruces	.0388	293
Iowa City	.0386	294
Danville, Va.	.0378	295
Pascagoula	.0370	296
Sherman–Denison	.0370	296
San Angelo	.0369	298
Laredo	.0367	299
Lawton	.0365	300
Rapid City	.0364	301
Decatur, Ala.	.0363	302
Elmira	.0358	303
Kankakee	.0353	304
Cumberland	.0345	305
Bismarck	.0336	306
Dubuque	.0333	307
Yuma	.0332	308
Gadsden	.0326	309
Owensboro	.0322	310
St. Joseph	.0317	311
Grand Forks	.0309	312
Jackson, Tenn.	.0304	313
Lawrence, Kans.	.0303	314
Great Falls	.0298	315
Pine Bluff	.0283	316
Victoria	.0278	317
Cheyenne	.0266	318
Casper	.0239	319
Enid	.0202	320
Total Above Areas	**81.6474**	
Percent of U.S.	**81.6474**	
U.S. Total	**100.0000**	

Total Retail Sales

Area	($000)	Rank
Los Angeles–Long Beach	67,141,917	1
New York	49,319,353	2
Chicago	47,560,664	3
Philadelphia	36,033,312	4
Detroit	33,349,904	5
Washington	32,925,657	6
Boston–Lawrence–Salem–Lowell–Brockton	32,453,768	7
Nassau–Suffolk	26,052,896	8
Houston	24,203,143	9
Atlanta	24,167,781	10
Dallas	23,294,124	11
Anaheim–Santa Ana	22,166,980	12
Minneapolis–St. Paul	20,446,928	13
San Diego	19,209,425	14
St. Louis	18,177,891	15
Seattle	17,680,635	16
Baltimore	17,489,333	17
Tampa–St. Petersburg–Clearwater	16,910,792	18
Riverside–San Bernardino	16,764,591	19
Phoenix	16,652,405	20
Oakland	16,201,188	21
San Francisco	15,259,282	22
Miami–Hialeah	15,113,192	23
Pittsburgh	14,183,572	24
Newark	13,633,002	25
Cleveland	13,073,662	26
Denver	12,998,169	27
San Jose	12,499,406	28
Kansas City	12,486,466	29
Bergen–Passaic	12,423,615	30
Fort Lauderdale–Hollywood–Pompano Beach	12,054,658	31
Sacramento	11,481,756	32
Milwaukee	11,214,996	33
Fort Worth–Arlington	10,950,924	34
Cincinnati	10,882,833	35
Portland, Ore.	10,811,738	36
Columbus, Ohio	10,567,421	37
Norfolk–Virginia Beach–Newport News	10,395,293	38
Indianapolis	10,364,320	39
Orlando	9,895,768	40
New Orleans	9,782,747	41
Hartford–New Britain–Middletown–Bristol	9,371,122	42
San Antonio	9,157,490	43
Charlotte–Gastonia–Rock Hill	8,769,068	44
Monmouth–Ocean	8,593,187	45
Middlesex–Somerset–Hunterdon	8,568,355	46
Honolulu	8,377,087	47
West Palm Beach–Boca Raton–Delray Beach	8,040,924	48
Bridgeport–Stamford–Norwalk–Danbury	7,970,787	49
Nashville	7,838,318	50
Total Top 50	**894,971,845**	
Rochester, N.Y.	7,643,436	51
Salt Lake City–Ogden	7,558,308	52
Jacksonville, Fla.	7,337,701	53
Oklahoma City	7,262,762	54
Greensboro–Winston-Salem–High Point	7,251,632	55
Louisville	7,146,704	56
Richmond–Petersburg	7,095,761	57
Memphis	7,055,066	58
Albany–Schenectady–Troy	7,045,006	59
Buffalo	6,781,443	60
Dayton–Springfield	6,778,074	61
Birmingham	6,764,710	62
Providence–Pawtucket–Woonsocket	6,621,140	63
New Haven–Waterbury–Meriden	6,487,372	64
Austin	6,132,077	65
Raleigh–Durham	6,093,748	66
Las Vegas	5,806,823	67
Grand Rapids	5,588,808	68
Worcester–Fitchburg–Leominster	5,436,267	69
Oxnard–Ventura	5,393,117	70
Scranton–Wilkes-Barre	5,316,827	71
Tulsa	5,239,853	72
Allentown–Bethlehem–Easton	5,190,601	73
Harrisburg–Lebanon–Carlisle	4,938,302	74
Wilmington, Del.	4,899,791	75
Syracuse	4,863,427	76
Greenville–Spartanburg	4,816,106	77
Knoxville	4,776,261	78
Omaha	4,700,401	79
Tucson	4,617,475	80
Toledo	4,551,332	81
Springfield, Mass.	4,517,126	82
Lake County, Ill.	4,500,210	83
Fresno	4,412,904	84
Akron	4,335,153	85
Little Rock–North Little Rock	4,147,589	86
New Bedford–Fall River–Attleboro	4,105,077	87
Baton Rouge	4,099,423	88
Tacoma	4,066,724	89
Albuquerque	3,933,194	90
Portsmouth–Dover–Rochester	3,753,796	91
Gary–Hammond	3,673,341	92
Charleston, S.C.	3,615,870	93
Manchester–Nashua	3,608,388	94
El Paso	3,561,693	95
Columbia, S.C.	3,545,143	96
Youngstown–Warren	3,478,567	97
Flint	3,478,101	98
Des Moines	3,466,624	99
Wichita	3,460,419	100
Total Top 100	**1,155,921,518**	
Bakersfield	3,375,887	101
Lansing–East Lansing	3,352,806	102
Madison	3,293,944	103
Mobile	3,290,987	104
Lancaster	3,276,037	105
Jersey City	3,221,623	106
Santa Rosa–Petaluma	3,176,962	107
Portland, Me.	3,114,787	108
Atlantic City	3,110,249	109
York	3,106,979	110
Fort Myers–Cape Coral	3,103,309	111
Lexington-Fayette	3,039,615	112
Chattanooga	3,008,397	113
Spokane	2,989,839	114
Stockton	2,971,609	115
Melbourne–Titusville–Palm Bay	2,964,038	116
Saginaw–Bay City–Midland	2,945,350	117
Jackson, Miss.	2,898,573	118
Daytona Beach	2,867,877	119
Sarasota	2,865,270	120
Augusta	2,849,440	121
Fort Wayne	2,831,781	122
Colorado Springs	2,818,439	123
Lakeland–Winter Haven	2,805,105	124
Santa Barbara–Santa Maria–Lompoc	2,769,076	125
Vallejo–Fairfield–Napa	2,746,283	126
Aurora–Elgin	2,723,720	127
Trenton	2,719,776	128
Davenport–Rock Island–Moline	2,712,385	129
Shreveport	2,631,084	130
Canton	2,623,640	131
Beaumont–Port Arthur	2,578,487	132
Johnson City–Kingsport–Bristol	2,574,211	133
Reading	2,563,704	134
Reno	2,548,478	135
Peoria	2,522,675	136
Modesto	2,519,243	137
Appleton–Oshkosh–Neenah	2,498,906	138
Anchorage	2,483,915	139
Orange County, N.Y.	2,416,510	140
Pensacola	2,399,482	141
Ann Arbor	2,386,795	142
St. Cloud	2,385,247	143
Salinas–Seaside–Monterey	2,371,488	144
Corpus Christi	2,320,447	145
Eugene–Springfield	2,237,700	146
Joliet	2,192,790	147
Montgomery	2,180,197	148
Roanoke	2,177,387	149
Macon–Warner Robins	2,138,721	150
Total Top 150	**1,293,622,768**	
Poughkeepsie	2,137,103	151
Rockford	2,121,169	152
Springfield, Mo.	2,090,382	153
Utica–Rome	2,068,989	154
Fort Pierce	2,039,160	155
Evansville	2,026,723	156
Lubbock	1,975,744	157
Binghamton	1,968,059	158
New London–Norwich	1,952,266	159
Huntsville	1,935,343	160
Boulder–Longmont	1,931,728	161
Santa Cruz	1,911,040	162
Huntington–Ashland	1,901,247	163
South Bend–Mishawaka	1,892,271	164
Savannah	1,886,718	165
Amarillo	1,872,807	166
McAllen–Edinburg–Mission	1,872,253	167
Salem, Ore.	1,858,309	168
Charleston, W.Va.	1,851,453	169
Erie	1,812,577	170
Kalamazoo	1,783,009	171
Green Bay	1,749,640	172
Tallahassee	1,740,057	173
Fayetteville, N.C.	1,720,790	174
Columbus, Ga.	1,697,470	175
Duluth	1,688,841	176
Visalia–Tulare–Porterville	1,618,380	177
Lafayette, La.	1,606,519	178
Lorain–Elyria	1,604,156	179
Hickory–Morganton	1,601,838	180
Gainesville	1,576,875	181
Bradenton	1,571,315	182
Hamilton–Middletown	1,571,044	183
Springfield, Ill.	1,539,902	184
Lincoln	1,529,342	185
Galveston–Texas City	1,488,311	186
Boise	1,479,895	187
Terre Haute	1,453,481	188
Niagara Falls	1,448,250	189
Cedar Rapids	1,436,940	190
Medford	1,431,958	191
Ocala	1,408,163	192
Naples	1,399,666	193
Killeen–Temple	1,357,002	194
Waco	1,354,869	195
Asheville	1,352,789	196
Brownsville–Harlingen	1,351,997	197
Bangor	1,349,536	198
Fort Collins–Loveland	1,347,464	199
Racine	1,345,685	200
Total Top 200	**1,378,333,493**	
Longview–Marshall	1,342,747	201
Champaign–Urbana–Rantoul	1,340,720	202
Vancouver	1,328,128	203
Johnstown	1,324,692	204
Topeka	1,319,053	205
Fort Smith	1,307,386	206
Fargo–Moorhead	1,296,415	207
Monroe	1,257,237	208
Tyler	1,250,693	209
Sioux Falls	1,225,198	210
Provo–Orem	1,217,584	211
Burlington, Vt.	1,203,789	212
Pittsfield	1,203,511	213
Biloxi–Gulfport	1,200,606	214
Elkhart–Goshen	1,196,790	215
Yakima	1,192,969	216
Lima	1,190,752	217
Lake Charles	1,189,466	218
Houma–Thibodaux	1,154,031	219
Olympia	1,137,793	220
Chico	1,133,067	221
Charlottesville	1,125,121	222
Benton Harbor	1,124,391	223
Fort Walton Beach	1,124,378	224
Bremerton	1,108,383	225
Redding	1,107,147	226
Wilmington, N.C.	1,099,893	227
Janesville–Beloit	1,099,829	228
Panama City	1,089,654	229
Brazoria	1,085,656	230
Eau Claire	1,078,933	231
Richland–Kennewick–Pasco	1,077,127	232
Parkersburg–Marietta	1,073,448	233
Billings	1,071,678	234
Tuscaloosa	1,062,508	235
Lynchburg	1,047,844	236
Dothan	1,045,272	237
Waterloo–Cedar Falls	1,041,812	238
Battle Creek	1,037,626	239
Bloomington–Normal	1,036,848	240
Vineland–Millville–Bridgeton	1,035,984	241
Glens Falls	1,035,026	242
Bellingham	1,033,439	243
Anderson, S.C.	1,030,588	244
Clarksville–Hopkinsville	1,026,950	245
Joplin	1,024,703	246
Alexandria, La.	1,014,850	247
Athens	1,012,485	248
Wheeling	1,011,542	249
Rochester, Minn.	1,009,846	250
Total Top 250	**1,435,119,081**	
Muskegon	1,000,054	251
Fayetteville–Springdale	999,758	252
Altoona	994,442	253
Jackson, Mich.	983,828	254
Florence, S.C.	973,645	255
Mansfield	962,922	256
Lafayette–West Lafayette	962,867	257
Wichita Falls	944,547	258
Beaver County, Pa.	927,556	259
Burlington, N.C.	924,502	260
Decatur, Ill.	900,491	261
Florence, Ala.	898,520	262
Williamsport	894,501	263
Texarkana	894,116	264
Columbia, Mo.	890,388	265
Abilene	888,838	266
Sioux City	880,560	267
Santa Fe	878,967	268
Hagerstown	877,724	269
Jamestown–Dunkirk	850,402	270
Merced	848,452	271
Anderson, Ind.	844,241	272
Odessa	842,107	273
La Crosse	841,963	274
Rapid City	830,083	275
Albany, Ga.	829,827	276
Wausau	829,767	277
Laredo	824,554	278
State College	822,998	279
Midland, Tex.	821,738	280
Lewiston–Auburn	820,621	281
Kokomo	789,751	282
Bryan–College Station	786,988	283
Pueblo	783,126	284
Sherman–Denison	763,484	285
Muncie	762,831	286
Decatur, Ala.	757,069	287
Steubenville–Weirton	752,041	288
Anniston	751,821	289
Jacksonville, N.C.	744,716	290
Kenosha	740,516	291
Sharon	703,350	292
Dubuque	702,124	293
Bloomington, Ind.	697,335	294
Bismarck	697,011	295
Danville, Va.	692,645	296
Yuma	691,353	297
Elmira	688,040	298
Sheboygan	685,409	299
Iowa City	682,260	300
Lawton	681,609	301
San Angelo	677,851	302
Yuba City	677,006	303
Owensboro	675,870	304
Greeley	674,935	305
Jackson, Tenn.	652,990	306
Gadsden	652,827	307
Kankakee	651,968	308
Cumberland	646,990	309
Grand Forks	641,042	310
St. Joseph	619,772	311
Las Cruces	615,412	312
Great Falls	614,445	313
Victoria	566,608	314
Pascagoula	565,295	315
Pine Bluff	561,482	316
Cheyenne	531,612	317
Lawrence, Kans.	488,765	318
Casper	460,287	319
Enid	402,420	320
Total Above Areas	**1,488,735,116**	
Percent of U.S.	**82.3780**	
U.S. Total	**1,807,182,519**	

Per-Household Retail Sales

Area	($)	Rank
St. Cloud	36,640	1
Portland, Me.	32,650	2
Honolulu	31,340	3
Nassau–Suffolk	30,347	4
Anchorage	29,963	5
Terre Haute	29,663	6
Portsmouth–Dover–Rochester	29,032	7
Manchester–Nashua	28,502	8
Bergen–Passaic	26,804	9
Rapid City	26,777	10
Anaheim–Santa Ana	26,352	11
Bridgeport–Stamford–Norwalk–Danbury	26,151	12
Amarillo	25,975	13
Sioux Falls	25,419	14
Lake County, Ill.	25,382	15
Grand Forks	25,139	16
Atlantic City	24,982	17
Monroe	24,945	18
Rochester, Minn.	24,934	19
Bangor	24,808	20
Medford	24,732	21
Reno	24,387	22
Oxnard–Ventura	24,381	23
Roanoke	24,247	24
Florence, S.C.	24,100	25
Billings	24,083	26
Lubbock	24,065	27
Green Bay	24,001	28
Dallas	23,928	29
Glens Falls	23,904	30
Orlando	23,897	31
San Jose	23,777	32
San Francisco	23,636	33
Poughkeepsie	23,588	34
Burlington, Vt.	23,558	35
Laredo	23,492	36
Orange County, N.Y.	23,393	37
Middlesex–Somerset–Hunterdon	23,195	38
Monmouth–Ocean	23,144	39
Trenton	23,088	40
Boston–Lawrence–Salem–Lowell–Brockton	22,936	41
Dubuque	22,870	42
Madison	22,859	43
Charlottesville	22,822	44
La Crosse	22,817	45
Wilmington, Del.	22,800	46
Fayetteville–Springdale	22,774	47
Ann Arbor	22,667	48
Wilmington, N.C.	22,632	49
Grand Rapids	22,599	50
Santa Cruz	22,536	51
Lexington-Fayette	22,499	52
Des Moines	22,452	53
Sarasota	22,420	54
Fort Lauderdale–Hollywood–Pompano Beach	22,417	55
Fargo–Moorhead	22,275	56
Atlanta	22,233	57
Alexandria, La.	22,207	58
Washington	22,207	58
Pittsfield	22,205	60
Aurora–Elgin	22,198	61
Bismarck	22,198	61
Los Angeles–Long Beach	22,190	63
Springfield, Mo.	22,123	64
Longview–Marshall	22,085	65
Seattle	22,068	66
Jackson, Tenn.	21,986	67
Portland, Ore.	21,984	68
Hartford–New Britain–Middletown–Bristol	21,977	69
Bloomington–Normal	21,967	70
Naples	21,904	71
Vineland–Millville–Bridgeton	21,902	72
Panama City	21,881	73
Cedar Rapids	21,871	74
Tyler	21,789	75
Baton Rouge	21,771	76
New Bedford–Fall River–Attleboro	21,755	77
Harrisburg–Lebanon–Carlisle	21,697	78
Boulder–Longmont	21,656	79
Fort Worth–Arlington	21,638	80
Flint	21,630	81
Victoria	21,626	82
New Orleans	21,548	83
Miami–Hialeah	21,535	84
Minneapolis–St. Paul	21,534	85
Salt Lake City–Ogden	21,528	86
Burlington, N.C.	21,500	87
Fort Myers–Cape Coral	21,491	88
Lafayette, La.	21,478	89
Columbia, S.C.	21,473	90
Appleton–Oshkosh–Neenah	21,468	91
Lima	21,455	92
Indianapolis	21,449	93
Dothan	21,420	94
Chicago	21,382	95
Lancaster	21,342	96
Eau Claire	21,323	97
Shreveport	21,304	98
Lansing–East Lansing	21,274	99
Kalamazoo	21,201	100
New Haven–Waterbury–Meriden	21,187	101
Kokomo	21,173	102
West Palm Beach–Boca Raton–Delray Beach	21,171	103
Richmond–Petersburg	21,144	104
Albany, Ga.	21,115	105
Santa Barbara–Santa Maria–Lompoc	21,106	106
Columbia, Mo.	21,099	107
Little Rock–North Little Rock	21,097	108
Janesville–Beloit	21,070	109
San Diego	21,068	110
Racine	21,059	111
Spokane	21,055	112
Lafayette–West Lafayette	20,977	113
Midland, Tex.	20,963	114
Bellingham	20,962	115
Wichita Falls	20,943	116
Newark	20,929	117
Elkhart–Goshen	20,923	118
Champaign–Urbana–Rantoul	20,916	119
Huntsville	20,877	120
Jacksonville, Fla.	20,875	121
Albany–Schenectady–Troy	20,843	122
New London–Norwich	20,835	123
Savannah	20,825	124
Santa Rosa–Petaluma	20,805	125
Milwaukee	20,792	126
Raleigh–Durham	20,748	127
Sherman–Denison	20,747	128
Albuquerque	20,723	129
Fort Wayne	20,700	130
Norfolk–Virginia Beach–Newport News	20,700	130
Worcester–Fitchburg–Leominster	20,655	132
Fort Walton Beach	20,631	133
Nashville	20,600	134
Abilene	20,575	135
Detroit	20,574	136
Jackson, Miss.	20,572	137
Topeka	20,546	138
Salinas–Seaside–Monterey	20,532	139
Sioux City	20,526	140
Macon–Warner Robins	20,525	141
Montgomery	20,510	142
Kansas City	20,490	143
Oakland	20,484	144
Owensboro	20,481	145
South Bend–Mishawaka	20,435	146
Great Falls	20,413	147
Springfield, Mass.	20,403	148
Rochester, N.Y.	20,355	149
Lewiston–Auburn	20,312	150
Mansfield	20,272	151
Houston	20,225	152
Phoenix	20,160	153
Philadelphia	20,148	154
Springfield, Ill.	20,129	155
Omaha	20,122	156
Eugene–Springfield	20,087	157
Davenport–Rock Island–Moline	20,062	158
Odessa	20,050	159
Sacramento	20,045	160
Charleston, S.C.	19,999	161
Battle Creek	19,993	162
Columbus, Ohio	19,961	163
San Antonio	19,960	164
Knoxville	19,959	165
Reading	19,951	166
Saginaw–Bay City–Midland	19,914	167
Syracuse	19,908	168
Denver	19,905	169
Wausau	19,898	170
Texarkana	19,869	171
Gainesville	19,835	172
Williamsport	19,834	173
Decatur, Ala.	19,819	174
Augusta	19,815	175
Altoona	19,810	176
Lynchburg	19,808	177
Allentown–Bethlehem–Easton	19,804	178
Greenville–Spartanburg	19,779	179
Cincinnati	19,776	180
Richland–Kennewick–Pasco	19,764	181
Austin	19,755	182
Decatur, Ill.	19,748	183
Lake Charles	19,726	184
Toledo	19,703	185
Baltimore	19,682	186
Oklahoma City	19,682	186
Rockford	19,677	188
Casper	19,670	189
York	19,640	190
El Paso	19,591	191
Wichita	19,584	192
Memphis	19,581	193
St. Louis	19,567	194
Binghamton	19,563	195
Charlotte–Gastonia–Rock Hill	19,561	196
Columbus, Ga.	19,556	197
Peoria	19,556	197
Corpus Christi	19,549	199
Fort Pierce	19,532	200
Birmingham	19,517	201
Fresno	19,509	202
Hagerstown	19,505	203
Elmira	19,436	204
Louisville	19,431	205
Fort Smith	19,397	206
Las Vegas	19,382	207
Tallahassee	19,377	208
Modesto	19,349	209
Greensboro–Winston-Salem–High Point	19,327	210
Beaumont–Port Arthur	19,315	211
Santa Fe	19,233	212
Joplin	19,225	213
Waco	19,218	214
Redding	19,188	215
State College	19,139	216
St. Joseph	19,129	217
Houma–Thibodaux	19,106	218
Providence–Pawtucket–Woonsocket	19,070	219
Tampa–St. Petersburg–Clearwater	19,057	220
Tuscaloosa	19,041	221
Waterloo–Cedar Falls	19,011	222
San Angelo	18,987	223
Asheville	18,973	224
Yuma	18,941	225
Kankakee	18,898	226
Scranton–Wilkes-Barre	18,894	227
Boise	18,876	228
Cheyenne	18,851	229
Tulsa	18,842	230
Mobile	18,816	231
Colorado Springs	18,777	232
Iowa City	18,743	233
Pine Bluff	18,716	234
Fayetteville, N.C.	18,704	235
Youngstown–Warren	18,682	236
Hickory–Morganton	18,669	237
Parkersburg–Marietta	18,669	237
Tacoma	18,663	239
Fort Collins–Loveland	18,637	240
Evansville	18,628	241
Dayton–Springfield	18,560	242
Charleston, W.Va.	18,552	243
Anderson, S.C.	18,436	244
Benton Harbor	18,433	245
Pensacola	18,429	246
Cleveland	18,411	247
Stockton	18,389	248
Riverside–San Bernardino	18,348	249
Lincoln	18,315	250
Enid	18,292	251
Jackson, Mich.	18,253	252
Brownsville–Harlingen	18,246	253
Daytona Beach	18,232	254
Clarksville–Hopkinsville	18,208	255
Galveston–Texas City	18,195	256
Lawton	18,176	257
Salem, Ore.	18,112	258
Bakersfield	18,072	259
Jacksonville, N.C.	18,032	260
Buffalo	18,031	261
Chattanooga	18,004	262
Yakima	17,966	263
Olympia	17,946	264
Melbourne–Titusville–Palm Bay	17,920	265
Erie	17,876	266
Duluth	17,834	267
Bryan–College Station	17,805	268
Sheboygan	17,711	269
Lakeland–Winter Haven	17,687	270
Florence, Ala.	17,653	271
McAllen–Edinburg–Mission	17,646	272
Utica–Rome	17,638	273
Bloomington, Ind.	17,609	274
Canton	17,573	275
Ocala	17,493	276
Anniston	17,484	277
Pittsburgh	17,380	278
Akron	17,361	279
Tucson	17,346	280
Athens	17,307	281
Muskegon	17,242	282
Provo–Orem	17,149	283
Vallejo–Fairfield–Napa	17,121	284
Niagara Falls	17,099	285
Gary–Hammond	17,046	286
Anderson, Ind.	17,021	287
Muncie	16,952	288
Bradenton	16,932	289
Gadsden	16,913	290
Brazoria	16,858	291
Joliet	16,855	292
Biloxi–Gulfport	16,792	293
Lorain–Elyria	16,693	294
Pueblo	16,627	295
Danville, Va.	16,413	296
Cumberland	16,379	297
Wheeling	16,237	298
Visalia–Tulare–Porterville	16,184	299
Huntington–Ashland	15,977	300
Lawrence, Kans.	15,973	301
Killeen–Temple	15,965	302
Jamestown–Dunkirk	15,895	303
Kenosha	15,656	304
Bremerton	15,611	305
Yuba City	15,528	306
Chico	15,521	307
Jersey City	15,496	308
Sharon	15,492	309
Johnson City–Kingsport–Bristol	15,089	310
New York	15,080	311
Merced	15,043	312
Hamilton–Middletown	14,877	313
Vancouver	14,757	314
Johnstown	14,557	315
Greeley	14,150	316
Pascagoula	13,992	317
Steubenville–Weirton	13,774	318
Las Cruces	13,350	319
Beaver County, Pa.	12,973	320
Average Above Areas	**20,646**	
U.S. Average	**19,488**	

Food Store Sales

Area	($000)	Rank
Los Angeles–Long Beach	12,454,087	1
New York	9,858,009	2
Chicago	7,938,161	3
Philadelphia	7,596,047	4
Boston–Lawrence–Salem–Lowell–Brockton	6,407,504	5
Washington	6,102,187	6
Houston	5,389,007	7
Detroit	5,296,818	8
Nassau–Suffolk	5,158,812	9
Dallas	4,294,361	10
Atlanta	4,003,312	11
Anaheim–Santa Ana	3,759,874	12
Phoenix	3,700,497	13
Minneapolis–St. Paul	3,564,769	14
Seattle	3,457,251	15
St. Louis	3,439,997	16
Riverside–San Bernardino	3,418,619	17
San Diego	3,415,262	18
Baltimore	3,314,575	19
Tampa–St. Petersburg–Clearwater	3,264,225	20
Oakland	3,184,993	21
Newark	3,073,446	22
Pittsburgh	2,906,148	23
Miami–Hialeah	2,705,413	24
San Francisco	2,667,400	25
Denver	2,615,970	26
Cleveland	2,509,553	27
New Orleans	2,359,980	28
Kansas City	2,346,390	29
Sacramento	2,309,094	30
Fort Worth–Arlington	2,283,609	31
Bergen–Passaic	2,273,665	32
Cincinnati	2,190,412	33
Fort Lauderdale–Hollywood–Pompano Beach	2,156,473	34
San Jose	2,131,411	35
San Antonio	2,069,362	36
Norfolk–Virginia Beach–Newport News	2,057,299	37
Milwaukee	1,976,948	38
Monmouth–Ocean	1,829,555	39
Portland, Ore.	1,806,560	40
Middlesex–Somerset–Hunterdon	1,797,432	41
Rochester, N.Y.	1,763,839	42
Hartford–New Britain–Middletown–Bristol	1,706,401	43
Orlando	1,701,348	44
Columbus, Ohio	1,700,547	45
Charlotte–Gastonia–Rock Hill	1,645,720	46
Salt Lake City–Ogden	1,629,302	47
Buffalo	1,611,814	48
Bridgeport–Stamford–Norwalk–Danbury	1,584,162	49
Austin	1,563,277	50
Total Top 50	**169,990,897**	
Albany–Schenectady–Troy	1,539,547	51
Indianapolis	1,471,690	52
West Palm Beach–Boca Raton–Delray Beach	1,441,802	53
Oklahoma City	1,421,974	54
Richmond–Petersburg	1,405,103	55
New Haven–Waterbury–Meriden	1,398,664	56
Providence–Pawtucket–Woonsocket	1,390,972	57
Honolulu	1,380,783	58
Jacksonville, Fla.	1,302,639	59
Louisville	1,280,303	60
Dayton–Springfield	1,274,032	61
Las Vegas	1,253,589	62
Greensboro–Winston-Salem–High Point	1,253,499	63
Nashville	1,200,315	64
Tulsa	1,190,058	65
Memphis	1,130,045	66
Birmingham	1,123,429	67
Scranton–Wilkes-Barre	1,105,643	68
Allentown–Bethlehem–Easton	1,095,358	69
Syracuse	1,091,663	70
Raleigh–Durham	1,076,394	71
Baton Rouge	1,058,964	72
Worcester–Fitchburg–Leominster	1,034,978	73
Greenville–Spartanburg	995,919	74
Fresno	975,274	75
Tucson	949,482	76
Oxnard–Ventura	945,354	77
Omaha	924,338	78
Springfield, Mass.	912,159	79
Wilmington, Del.	898,233	80
Akron	893,652	81
New Bedford–Fall River–Attleboro	892,965	82
Toledo	856,141	83
Harrisburg–Lebanon–Carlisle	795,832	84
Tacoma	793,594	85
Portsmouth–Dover–Rochester	787,911	86
Knoxville	770,948	87
Charleston, S.C.	759,068	88
El Paso	753,184	89
Bakersfield	746,014	90
Grand Rapids	733,972	91
Little Rock–North Little Rock	731,164	92
Manchester–Nashua	729,652	93
Jersey City	729,565	94
Gary–Hammond	724,985	95
Des Moines	724,901	96
Lake County, Ill.	701,416	97
Wichita	684,375	98
Santa Rosa–Petaluma	683,829	99
Lancaster	677,983	100
Total Top 100	**220,684,251**	
Santa Barbara–Santa Maria–Lompoc	664,990	101
Albuquerque	646,779	102
Daytona Beach	639,098	103
Spokane	635,197	104
Mobile	634,204	105
Columbia, S.C.	633,248	106
Atlantic City	620,032	107
Youngstown–Warren	619,098	108
Vallejo–Fairfield–Napa	609,925	109
Orange County, N.Y.	600,430	110
Stockton	593,840	111
Corpus Christi	593,515	112
York	585,727	113
Lakeland–Winter Haven	576,295	114
Fort Myers–Cape Coral	575,943	115
Melbourne–Titusville–Palm Bay	573,527	116
Chattanooga	571,689	117
Canton	561,956	118
Augusta	560,235	119
Flint	545,683	120
Modesto	540,675	121
Portland, Me.	539,210	122
Trenton	531,588	123
Madison	527,518	124
Davenport–Rock Island–Moline	515,437	125
Beaumont–Port Arthur	514,155	126
Shreveport	513,825	127
Johnson City–Kingsport–Bristol	504,213	128
Anchorage	496,448	129
Aurora–Elgin	491,160	130
Poughkeepsie	490,935	131
Sarasota	485,720	132
Reading	484,514	133
Lansing–East Lansing	480,882	134
Lexington-Fayette	479,338	135
McAllen–Edinburg–Mission	474,141	136
Saginaw–Bay City–Midland	461,872	137
Utica–Rome	461,130	138
Colorado Springs	459,992	139
Pensacola	454,310	140
Visalia–Tulare–Porterville	452,413	141
Reno	452,327	142
Fort Wayne	449,419	143
Eugene–Springfield	441,545	144
Galveston–Texas City	436,205	145
Santa Cruz	436,156	146
Jackson, Miss.	429,672	147
Peoria	427,372	148
Lafayette, La.	424,742	149
Salinas–Seaside–Monterey	419,467	150
Total Top 150	**247,002,043**	
Appleton–Oshkosh–Neenah	412,988	151
Fort Pierce	412,114	152
Erie	404,625	153
Binghamton	402,534	154
Boulder–Longmont	398,925	155
New London–Norwich	398,712	156
Charleston, W.Va.	397,314	157
Rockford	394,230	158
Huntington–Ashland	389,482	159
Salem, Ore.	382,473	160
Joliet	377,172	161
Evansville	375,407	162
Lubbock	375,146	163
Roanoke	367,504	164
Macon–Warner Robins	362,200	165
Savannah	356,289	166
Hamilton–Middletown	353,491	167
Gainesville	352,038	168
Ann Arbor	349,873	169
Amarillo	349,138	170
Houma–Thibodaux	349,090	171
Brownsville–Harlingen	346,694	172
Bradenton	345,295	173
Lake Charles	340,903	174
South Bend–Mishawaka	338,142	175
Duluth	337,073	176
Springfield, Mo.	333,569	177
Boise	331,776	178
Niagara Falls	330,408	179
Tallahassee	330,037	180
Hickory–Morganton	324,676	181
Huntsville	324,629	182
Montgomery	320,271	183
Columbus, Ga.	319,872	184
Johnstown	319,432	185
Vancouver	318,993	186
Bangor	313,574	187
Brazoria	313,141	188
Killeen–Temple	311,490	189
Naples	307,114	190
Fort Smith	305,826	191
Lorain–Elyria	305,268	192
Fayetteville, N.C.	297,158	193
Waco	295,881	194
Ocala	295,369	195
Yakima	295,348	196
Lincoln	293,266	197
Asheville	284,018	198
Provo–Orem	280,198	199
Longview–Marshall	276,750	200
Total Top 200	**264,098,959**	
Green Bay	274,797	201
Fort Collins–Loveland	272,045	202
Burlington, Vt.	269,939	203
Monroe	269,302	204
Cedar Rapids	268,758	205
Redding	265,612	206
Olympia	265,360	207
Bremerton	264,685	208
Panama City	264,471	209
Richland–Kennewick–Pasco	260,959	210
Biloxi–Gulfport	256,890	211
Chico	256,050	212
Pittsfield	254,345	213
Bellingham	253,905	214
Tyler	252,558	215
Springfield, Ill.	249,348	216
Topeka	249,075	217
Charlottesville	245,127	218
Altoona	243,249	219
Glens Falls	242,752	220
Kalamazoo	242,650	221
Vineland–Millville–Bridgeton	238,721	222
Billings	237,429	223
Wheeling	232,785	224
Fargo–Moorhead	232,156	225
Racine	229,211	226
Janesville–Beloit	228,760	227
Anderson, S.C.	227,535	228
Lynchburg	227,454	229
Beaver County, Pa.	225,939	230
Odessa	225,634	231
Alexandria, La.	221,639	232
St. Cloud	221,617	233
Jamestown–Dunkirk	219,395	234
Lewiston–Auburn	218,826	235
Champaign–Urbana–Rantoul	218,076	236
Lima	216,915	237
Medford	215,745	238
Midland, Tex.	213,665	239
Wilmington, N.C.	212,836	240
Merced	210,467	241
Parkersburg–Marietta	210,287	242
Laredo	208,165	243
Benton Harbor	202,292	244
Yuba City	200,884	245
Sioux Falls	199,458	246
Albany, Ga.	197,421	247
Joplin	197,262	248
Eau Claire	197,098	249
Fayetteville–Springdale	196,480	250
Total Top 250	**275,804,988**	
Elkhart–Goshen	195,370	251
Sioux City	194,596	252
Bryan–College Station	191,538	253
Waterloo–Cedar Falls	190,879	254
Fort Walton Beach	190,342	255
Williamsport	188,770	256
Florence, S.C.	188,107	257
Battle Creek	187,251	258
Florence, Ala.	185,789	259
Athens	181,356	260
Pueblo	180,077	261
Dothan	177,969	262
Hagerstown	177,438	263
Muskegon	175,120	264
Steubenville–Weirton	174,905	265
Tuscaloosa	174,683	266
Burlington, N.C.	173,549	267
Mansfield	172,704	268
Rochester, Minn.	172,265	269
Greeley	169,303	270
Iowa City	167,322	271
Danville, Va.	164,433	272
Anderson, Ind.	164,014	273
Sherman–Denison	163,850	274
Texarkana	162,917	275
State College	156,976	276
Lafayette–West Lafayette	152,662	277
Wausau	150,134	278
Sharon	147,059	279
Bloomington–Normal	146,265	280
Rapid City	144,875	281
Decatur, Ill.	144,620	282
Terre Haute	143,879	283
Victoria	143,697	284
Jackson, Mich.	143,285	285
Muncie	142,919	286
Clarksville–Hopkinsville	142,505	287
San Angelo	142,142	288
Sheboygan	142,007	289
Yuma	140,869	290
Columbia, Mo.	140,678	291
Wichita Falls	140,368	292
Cumberland	138,150	293
Bloomington, Ind.	138,145	294
Dubuque	137,969	295
Santa Fe	135,464	296
Gadsden	132,098	297
Lawton	128,902	298
Abilene	128,601	299
Las Cruces	127,974	300
Jacksonville, N.C.	127,648	301
Elmira	126,888	302
Pascagoula	125,324	303
Kokomo	124,652	304
Kenosha	122,714	305
Great Falls	122,691	306
Owensboro	122,364	307
Kankakee	122,182	308
La Crosse	119,114	309
St. Joseph	119,016	310
Pine Bluff	115,517	311
Jackson, Tenn.	114,901	312
Bismarck	114,373	313
Decatur, Ala.	113,096	314
Lawrence, Kans.	109,372	315
Casper	108,682	316
Anniston	99,091	317
Grand Forks	98,355	318
Cheyenne	83,686	319
Enid	80,599	320
Total Above Areas	**286,072,043**	
Percent of U.S.	**78.8801**	
U.S. Total	**362,666,807**	

Eating and Drinking Place Sales

Area	($000)	Rank
Los Angeles–Long Beach	8,036,686	1
New York	6,416,483	2
Chicago	5,008,286	3
Boston–Lawrence–Salem–Lowell–Brockton	4,011,876	4
Washington	3,664,904	5
Philadelphia	3,275,217	6
Detroit	3,232,075	7
Anaheim–Santa Ana	2,805,364	8
Atlanta	2,756,753	9
San Francisco	2,446,882	10
Dallas	2,375,059	11
Houston	2,284,932	12
San Diego	2,197,424	13
Seattle	2,105,344	14
Minneapolis–St. Paul	2,098,155	15
Nassau–Suffolk	2,036,043	16
St. Louis	1,941,579	17
Baltimore	1,801,338	18
Oakland	1,751,688	19
Phoenix	1,723,990	20
Riverside–San Bernardino	1,681,303	21
Tampa–St. Petersburg–Clearwater	1,645,567	22
Miami–Hialeah	1,560,951	23
Pittsburgh	1,464,175	24
Honolulu	1,446,405	25
San Jose	1,416,321	26
Denver	1,413,708	27
Cleveland	1,328,851	28
Newark	1,296,057	29
Fort Lauderdale–Hollywood–Pompano Beach	1,272,569	30
Cincinnati	1,254,553	31
Orlando	1,240,059	32
Sacramento	1,235,367	33
Kansas City	1,230,352	34
Portland, Ore.	1,189,446	35
Milwaukee	1,165,879	36
Columbus, Ohio	1,094,796	37
New Orleans	1,090,640	38
San Antonio	1,052,806	39
Indianapolis	1,043,422	40
Bergen–Passaic	1,035,479	41
Norfolk–Virginia Beach–Newport News	1,026,643	42
Fort Worth–Arlington	1,012,339	43
Raleigh–Durham	985,503	44
Hartford–New Britain–Middletown–Bristol	970,796	45
Charlotte–Gastonia–Rock Hill	847,554	46
West Palm Beach–Boca Raton–Delray Beach	844,273	47
Nashville	812,792	48
Jacksonville, Fla.	785,491	49
Middlesex–Somerset–Hunterdon	754,754	50
Total Top 50	**97,168,929**	
Oklahoma City	753,660	51
Louisville	747,612	52
Providence–Pawtucket–Woonsocket	740,007	53
Monmouth–Ocean	728,006	54
Rochester, N.Y.	716,541	55
Buffalo	710,071	56
Austin	695,355	57
Greensboro–Winston-Salem–High Point	687,445	58
Salt Lake City–Ogden	684,283	59
Bridgeport–Stamford–Norwalk–Danbury	682,682	60
Dayton–Springfield	680,605	61
Las Vegas	665,294	62
Albany–Schenectady–Troy	663,119	63
Richmond–Petersburg	628,719	64
New Haven–Waterbury–Meriden	624,079	65
Memphis	605,591	66
Birmingham	586,523	67
Worcester–Fitchburg–Leominster	554,179	68
Oxnard–Ventura	529,237	69
Syracuse	522,249	70
Tulsa	516,620	71
Springfield, Mass.	508,124	72
Omaha	498,540	73
Scranton–Wilkes-Barre	474,215	74
Knoxville	465,392	75
Tucson	461,572	76
Toledo	455,324	77
Akron	454,734	78
Fresno	454,287	79
Grand Rapids	449,167	80
Atlantic City	446,852	81
Greenville–Spartanburg	445,680	82
Allentown–Bethlehem–Easton	440,006	83
New Bedford–Fall River–Attleboro	436,850	84
Albuquerque	435,928	85
Tacoma	433,606	86
Wilmington, Del.	409,147	87
Harrisburg–Lebanon–Carlisle	395,028	88
Anchorage	385,747	89
Charleston, S.C.	381,005	90
Columbia, S.C.	376,838	91
Lake County, Ill.	376,717	92
Wichita	373,635	93
Portsmouth–Dover–Rochester	351,326	94
Santa Barbara–Santa Maria–Lompoc	349,571	95
Little Rock–North Little Rock	346,611	96
Madison	337,049	97
Gary–Hammond	331,652	98
Lexington-Fayette	331,289	99
Bakersfield	329,483	100
Total Top 100	**122,826,181**	
Salinas–Seaside–Monterey	326,116	101
Des Moines	325,756	102
Fort Myers–Cape Coral	324,702	103
Daytona Beach	320,017	104
Baton Rouge	319,999	105
Melbourne–Titusville–Palm Bay	319,046	106
Stockton	316,491	107
Vallejo–Fairfield–Napa	314,714	108
Santa Rosa–Petaluma	309,062	109
Manchester–Nashua	308,376	110
Spokane	307,514	111
Lancaster	306,696	112
Lansing–East Lansing	303,241	113
Sarasota	302,535	114
El Paso	302,210	115
Mobile	300,902	116
Youngstown–Warren	296,075	117
Flint	285,555	118
Augusta	281,145	119
Portland, Me.	280,617	120
Jersey City	278,088	121
Colorado Springs	277,095	122
Chattanooga	276,848	123
Davenport–Rock Island–Moline	269,911	124
Fort Wayne	269,899	125
Saginaw–Bay City–Midland	266,213	126
Trenton	262,481	127
York	259,394	128
Jackson, Miss.	250,436	129
Ann Arbor	246,499	130
Modesto	240,313	131
Canton	239,105	132
Reading	237,976	133
Pensacola	236,654	134
Appleton–Oshkosh–Neenah	233,543	135
Johnson City–Kingsport–Bristol	233,035	136
Lakeland–Winter Haven	232,193	137
Shreveport	228,540	138
Corpus Christi	226,215	139
Aurora–Elgin	225,896	140
Eugene–Springfield	225,746	141
Peoria	216,820	142
Beaumont–Port Arthur	216,383	143
Santa Cruz	216,282	144
New London–Norwich	209,761	145
Boulder–Longmont	205,668	146
Utica–Rome	203,224	147
Evansville	201,747	148
Orange County, N.Y.	201,728	149
Macon–Warner Robins	201,394	150
Total Top 150	**136,066,037**	
Montgomery	200,670	151
Lubbock	197,770	152
Savannah	195,222	153
Reno	195,172	154
Salem, Ore.	192,332	155
Erie	191,226	156
Rockford	190,341	157
Huntsville	188,452	158
Springfield, Mo.	186,967	159
Binghamton	184,343	160
Roanoke	183,251	161
Fort Pierce	182,568	162
Tallahassee	176,727	163
South Bend–Mishawaka	176,552	164
Joliet	176,264	165
Kalamazoo	174,057	166
Charleston, W.Va.	173,755	167
Poughkeepsie	171,473	168
Amarillo	168,996	169
Bradenton	167,520	170
Columbus, Ga.	167,434	171
Gainesville	163,803	172
Lafayette, La.	163,726	173
Huntington–Ashland	161,561	174
Green Bay	160,043	175
Hamilton–Middletown	159,456	176
Lincoln	159,189	177
Springfield, Ill.	157,599	178
Vancouver	156,191	179
Fayetteville, N.C.	155,852	180
Panama City	154,337	181
Boise	152,519	182
Champaign–Urbana–Rantoul	152,441	183
Galveston–Texas City	148,971	184
Asheville	147,296	185
Duluth	146,472	186
Fort Walton Beach	146,378	187
Naples	145,566	188
Cedar Rapids	144,828	189
Hickory–Morganton	144,732	190
Burlington, Vt.	143,804	191
Niagara Falls	143,109	192
Fort Collins–Loveland	139,419	193
Pittsfield	138,836	194
McAllen–Edinburg–Mission	137,963	195
Biloxi–Gulfport	136,725	196
Visalia–Tulare–Porterville	131,767	197
Topeka	130,711	198
Waco	130,577	199
Ocala	129,801	200
Total Top 200	**144,190,801**	
Lorain–Elyria	129,487	201
Wilmington, N.C.	127,685	202
Fargo–Moorhead	127,449	203
Chico	124,434	204
Brownsville–Harlingen	122,825	205
Medford	122,361	206
Killeen–Temple	122,303	207
Fort Smith	122,290	208
Racine	121,732	209
Olympia	116,022	210
Tyler	115,201	211
Benton Harbor	114,286	212
Yakima	113,651	213
Billings	113,170	214
Bloomington–Normal	111,996	215
Wichita Falls	111,876	216
Johnstown	110,527	217
Monroe	110,070	218
Sioux Falls	109,659	219
Longview–Marshall	109,608	220
St. Cloud	109,332	221
Santa Fe	106,549	222
Eau Claire	106,431	223
Bellingham	105,657	224
Richland–Kennewick–Pasco	104,019	225
Athens	102,945	226
Janesville–Beloit	102,317	227
Bremerton	101,851	228
Elkhart–Goshen	101,595	229
Bangor	101,580	230
Muskegon	100,889	231
Charlottesville	99,962	232
Dothan	99,364	233
Lima	99,317	234
Glens Falls	98,913	235
Wheeling	96,687	236
Lafayette–West Lafayette	96,588	237
Houma–Thibodaux	95,834	238
State College	95,649	239
Clarksville–Hopkinsville	95,546	240
Redding	95,153	241
Lake Charles	94,301	242
Lynchburg	94,273	243
Tuscaloosa	94,197	244
La Crosse	93,234	245
Waterloo–Cedar Falls	93,094	246
Provo–Orem	90,599	247
Battle Creek	88,164	248
Joplin	87,934	249
Beaver County, Pa.	87,633	250
Total Top 250	**149,487,040**	
Abilene	87,273	251
Parkersburg–Marietta	85,950	252
Decatur, Ill.	85,362	253
Brazoria	84,940	254
Iowa City	84,885	255
Jackson, Mich.	84,153	256
Altoona	83,275	257
Rochester, Minn.	82,716	258
Terre Haute	82,460	259
Sioux City	82,370	260
Pueblo	82,136	261
Jacksonville, N.C.	81,920	262
Bloomington, Ind.	81,764	263
Kenosha	81,077	264
Anderson, S.C.	80,999	265
Mansfield	80,611	266
Columbia, Mo.	79,397	267
Muncie	78,594	268
Jamestown–Dunkirk	75,222	269
Anderson, Ind.	74,976	270
Bryan–College Station	74,876	271
Odessa	74,568	272
Burlington, N.C.	73,995	273
Wausau	73,245	274
Anniston	72,927	275
Lewiston–Auburn	72,710	276
Merced	72,516	277
Rapid City	72,282	278
Kokomo	72,133	279
Florence, Ala.	71,592	280
Alexandria, La.	71,504	281
Albany, Ga.	69,338	282
Dubuque	68,809	283
Florence, S.C.	66,364	284
Great Falls	66,117	285
Texarkana	66,094	286
Williamsport	65,622	287
Greeley	65,435	288
Laredo	65,378	289
Midland, Tex.	65,339	290
Las Cruces	65,216	291
Fayetteville–Springdale	64,810	292
Vineland–Millville–Bridgeton	64,080	293
Sheboygan	63,577	294
Hagerstown	62,935	295
San Angelo	62,847	296
Sharon	62,799	297
Decatur, Ala.	62,093	298
Elmira	62,043	299
Lawrence, Kans.	60,979	300
Steubenville–Weirton	60,735	301
Lawton	60,276	302
Bismarck	59,186	303
Cumberland	59,112	304
St. Joseph	58,940	305
Owensboro	58,723	306
Yuba City	57,251	307
Danville, Va.	56,582	308
Cheyenne	55,524	309
Pascagoula	53,167	310
Yuma	52,846	311
Kankakee	52,600	312
Grand Forks	51,532	313
Gadsden	51,400	314
Sherman–Denison	50,770	315
Jackson, Tenn.	44,594	316
Victoria	44,181	317
Casper	43,090	318
Pine Bluff	41,411	319
Enid	32,988	320
Total Above Areas	**154,204,251**	
Percent of U.S.	**84.6777**	
U.S. Total	**182,107,195**	

General Merchandise Store Sales

Area	($000)	Rank
Los Angeles–Long Beach	6,621,401	1
Chicago	5,336,987	2
New York	4,899,667	3
Detroit	4,507,039	4
Philadelphia	3,913,622	5
Washington	3,697,716	6
Atlanta	3,192,931	7
Boston–Lawrence–Salem–Lowell–Brockton	3,111,190	8
Houston	3,045,297	9
Dallas	2,895,068	10
Minneapolis–St. Paul	2,852,755	11
St. Louis	2,609,598	12
Anaheim–Santa Ana	2,492,899	13
Nassau–Suffolk	2,398,199	14
San Diego	2,276,586	15
Baltimore	2,104,770	16
Riverside–San Bernardino	2,050,248	17
Tampa–St. Petersburg–Clearwater	2,011,985	18
Seattle	1,897,298	19
Miami–Hialeah	1,890,433	20
Phoenix	1,841,473	21
Pittsburgh	1,814,435	22
Kansas City	1,801,033	23
Denver	1,799,977	24
Oakland	1,794,237	25
Cleveland	1,747,981	26
Portland, Ore.	1,676,836	27
San Francisco	1,574,221	28
Cincinnati	1,548,999	29
Columbus, Ohio	1,412,344	30
San Jose	1,398,084	31
Milwaukee	1,389,902	32
Fort Worth–Arlington	1,370,577	33
Honolulu	1,364,410	34
Indianapolis	1,364,281	35
Sacramento	1,320,318	36
Bergen–Passaic	1,269,758	37
Norfolk–Virginia Beach–Newport News	1,211,87[illegible]	38
New Orleans	1,147,13[illegible]	39
Fort Lauderdale–Hollywood–Pompano Beach	1,143,440	40
Nashville	1,120,945	41
Orlando	1,106,142	42
Newark	1,054,843	43
San Antonio	1,040,367	44
Grand Rapids	1,038,531	45
Dayton–Springfield	1,020,764	46
Louisville	1,003,178	47
Memphis	987,964	48
Salt Lake City–Ogden	987,487	49
Middlesex–Somerset–Hunterdon	978,976	50
Total Top 50	**104,136,198**	
West Palm Beach–Boca Raton–Delray Beach	917,389	51
Charlotte–Gastonia–Rock Hill	910,682	52
Hartford–New Britain–Middletown–Bristol	905,371	53
Oklahoma City	891,261	54
Birmingham	868,491	55
Richmond–Petersburg	859,147	56
Albany–Schenectady–Troy	842,591	57
Monmouth–Ocean	831,119	58
Jacksonville, Fla.	786,219	59
Toledo	772,043	60
Buffalo	758,104	61
Greensboro–Winston-Salem–High Point	750,933	62
Providence–Pawtucket–Woonsocket	750,465	63
Rochester, N.Y.	748,110	64
St. Cloud	738,673	65
Bridgeport–Stamford–Norwalk–Danbury	735,744	66
Scranton–Wilkes-Barre	691,152	67
Lansing–East Lansing	655,932	68
Oxnard–Ventura	654,185	69
Raleigh–Durham	652,473	70
Austin	650,408	71
Las Vegas	643,750	72
Omaha	641,518	73
Wilmington, Del.	641,512	74
Tucson	634,344	75
Little Rock–North Little Rock	629,074	76
Baton Rouge	620,074	77
Knoxville	614,842	78
Tulsa	612,457	79
New Haven–Waterbury–Meriden	603,047	80
Akron	565,960	81
Flint	558,528	82
Worcester–Fitchburg–Leominster	556,864	83
Tacoma	543,050	84
Harrisburg–Lebanon–Carlisle	542,915	85
Greenville–Spartanburg	542,597	86
Albuquerque	538,603	87
Allentown–Bethlehem–Easton	537,794	88
Manchester–Nashua	528,340	89
El Paso	525,222	90
Springfield, Mass.	515,366	91
Wichita	514,913	92
Saginaw–Bay City–Midland	508,085	93
Jackson, Miss.	503,089	94
Des Moines	468,229	95
Portsmouth–Dover–Rochester	455,461	96
Youngstown–Warren	455,007	97
Lexington-Fayette	451,141	98
Gary–Hammond	443,849	99
Lake County, Ill.	440,449	100
Total Top 100	**136,342,870**	
Syracuse	429,350	101
New Bedford–Fall River–Attleboro	426,362	102
Fresno	426,352	103
Spokane	423,005	104
Augusta	422,896	105
Beaumont–Port Arthur	421,127	106
Anchorage	418,969	107
Columbia, S.C.	418,716	108
Mobile	417,590	109
Charleston, S.C.	412,193	110
Melbourne–Titusville–Palm Bay	407,973	111
Shreveport	398,185	112
Johnson City–Kingsport–Bristol	393,632	113
Fort Wayne	384,837	114
Reno	384,341	115
Madison	376,558	116
Canton	375,388	117
Appleton–Oshkosh–Neenah	375,084	118
Springfield, Mo.	372,605	119
Fort Myers–Cape Coral	361,368	120
Davenport–Rock Island–Moline	360,805	121
Chattanooga	360,598	122
Ann Arbor	359,618	123
Lakeland–Winter Haven	355,970	124
Colorado Springs	352,[illegible]42	125
Kalamazoo	330,192	126
Peoria	347,235	127
Daytona Beach	343,299	128
Green Bay	332,519	129
Santa Rosa–Petaluma	331,347	130
Huntington–Ashland	328,312	131
Sarasota	326,343	132
McAllen–Edinburg–Mission	324,485	133
Pensacola	323,319	134
Bakersfield	318,629	135
Aurora–Elgin	317,865	136
Montgomery	313,841	137
Rockford	313,019	138
Evansville	309,464	139
Reading	308,193	140
Stockton	304,510	141
Huntsville	301,400	142
Amarillo	296,439	143
York	295,396	144
Corpus Christi	292,263	145
South Bend–Mishawaka	292,015	146
Lancaster	287,793	147
Orange County, N.Y.	286,275	148
Trenton	285,351	149
Eugene–Springfield	284,969	150
Total Top 150	**153,993,887**	
Charleston, W.Va.	282,848	151
Macon–Warner Robins	280,909	152
Modesto	280,870	153
Vallejo–Fairfield–Napa	277,468	154
Roanoke	277,194	155
Poughkeepsie	274,904	156
Lubbock	267,399	157
Fayetteville, N.C.	266,310	158
Springfield, Ill.	264,814	159
Binghamton	263,497	160
Portland, Me.	263,153	161
Savannah	261,738	162
Lafayette, La.	259,065	163
Jackson, Mich.	257,648	164
Salem, Ore.	251,670	165
Atlantic City	251,403	166
Duluth	245,753	167
Utica–Rome	244,528	168
Tallahassee	239,310	169
Salinas–Seaside–Monterey	236,224	170
Erie	231,088	171
Cedar Rapids	223,533	172
Columbus, Ga.	222,667	173
Fort Smith	221,975	174
Galveston–Texas City	218,961	175
Waco	217,783	176
Joliet	212,270	177
Lincoln	209,254	178
Killeen–Temple	206,967	179
Gainesville	206,437	180
Muskegon	206,327	181
Brownsville–Harlingen	205,559	182
Fayetteville–Springdale	204,449	183
Fort Pierce	202,348	184
Parkersburg–Marietta	200,429	185
Champaign–Urbana–Rantoul	199,858	186
Fargo–Moorhead	198,959	187
Lorain–Elyria	198,594	188
Tyler	198,327	189
New London–Norwich	194,459	190
Lake Charles	191,191	191
Alexandria, La.	190,902	192
Santa Barbara–Santa Maria–Lompoc	190,026	193
Boulder–Longmont	189,186	194
Jersey City	186,835	195
Topeka	186,772	196
Lima	185,716	197
Battle Creek	182,880	198
Bradenton	181,848	199
Rochester, Minn.	181,454	200
Total Top 200	**165,287,566**	
Monroe	180,871	201
Asheville	180,292	202
Wichita Falls	179,925	203
Biloxi–Gulfport	179,623	204
Racine	178,544	205
Boise	178,106	206
Vancouver	173,628	207
Ocala	171,827	208
Wheeling	170,437	209
Texarkana	170,346	210
Sioux Falls	169,948	211
Waterloo–Cedar Falls	168,181	212
Joplin	168,179	213
Medford	167,497	214
Houma–Thibodaux	167,452	215
Niagara Falls	167,331	216
Mansfield	167,227	217
Provo–Orem	166,812	218
Beaver County, Pa.	166,680	219
Lynchburg	165,479	220
Lafayette–West Lafayette	162,938	221
Fort Walton Beach	161,452	222
Eau Claire	159,649	223
Hickory–Morganton	156,477	224
Dothan	156,200	225
Brazoria	155,894	226
Florence, Ala.	153,527	227
Benton Harbor	152,157	228
Wausau	151,511	229
Wilmington, N.C.	151,497	230
Decatur, Ill.	150,811	231
Tuscaloosa	150,730	232
Panama City	149,697	233
Bloomington–Normal	147,881	234
Janesville–Beloit	147,869	235
La Crosse	147,326	236
Lawton	145,317	237
Bangor	143,298	238
Altoona	142,690	239
Abilene	142,573	240
Hamilton–Middletown	142,035	241
Longview–Marshall	141,788	242
Sioux City	141,298	243
Naples	140,154	244
Clarksville–Hopkinsville	138,527	245
Dubuque	137,563	246
Billings	135,662	247
Columbia, Mo.	135,662	247
Richland–Kennewick–Pasco	134,877	249
Midland, Tex.	133,068	250
Total Top 250	**173,136,079**	
Albany, Ga.	131,981	251
Florence, S.C.	131,460	252
Laredo	129,305	253
Visalia–Tulare–Porterville	128,388	254
Johnstown	128,279	255
Jackson, Tenn.	127,567	256
Anderson, S.C.	126,550	257
Athens	125,963	258
St. Joseph	125,751	259
Fort Collins–Loveland	125,395	260
Hagerstown	125,252	261
Owensboro	125,195	262
Grand Forks	123,685	263
Elmira	123,266	264
Steubenville–Weirton	123,197	265
Bremerton	121,844	266
Charlottesville	120,930	267
Bismarck	120,612	268
Yakima	120,441	269
Elkhart–Goshen	117,819	270
Sheboygan	117,479	271
Terre Haute	115,717	272
Rapid City	115,578	273
Olympia	114,568	274
Pittsfield	114,427	275
Odessa	113,556	276
Sherman–Denison	113,142	277
Pueblo	112,516	278
Bellingham	112,470	279
Cumberland	111,673	280
Chico	111,136	281
Bloomington, Ind.	109,953	282
Bryan–College Station	107,497	283
Santa Cruz	107,250	284
Anniston	107,026	285
Burlington, Vt.	107,007	286
Muncie	105,299	287
Kokomo	104,850	288
Danville, Va.	103,038	289
Anderson, Ind.	102,201	290
Santa Fe	98,528	291
Redding	97,357	292
Jamestown–Dunkirk	96,722	293
Williamsport	96,328	294
Great Falls	95,888	295
Greeley	95,657	296
Glens Falls	95,542	297
Lewiston–Auburn	95,031	298
San Angelo	94,678	299
Vineland–Millville–Bridgeton	94,380	300
Jacksonville, N.C.	93,604	301
Yuma	93,049	302
Sharon	90,125	303
Iowa City	89,216	304
State College	89,139	305
Gadsden	88,599	306
Decatur, Ala.	87,910	307
Las Cruces	86,891	308
Kankakee	85,701	309
Burlington, N.C.	84,034	310
Pine Bluff	79,006	311
Enid	78,578	312
Merced	77,394	313
Victoria	76,551	314
Cheyenne	75,222	315
Pascagoula	72,801	316
Kenosha	69,485	317
Lawrence, Kans.	67,117	318
Yuba City	65,830	319
Casper	55,474	320
Total Above Areas	**180,411,211**	
Percent of U.S.	**85.1774**	
U.S. Total	**211,804,352**	

[illegible]rniture/Home Furnishing/Appliance Store Sales

Area	($000)	Rank
Lo[illegible]–Long Beach	4,466,415	1
New York	3,495,318	2
Chicago	2,8[illegible]922	3
Washington	2,01[illegible]305	4
Detroit	1,9[illegible]23	5
Philadelphia	1,[illegible]06,862	6
Nassau–Suffolk	1,720,528	7
Boston–Lawrence–Salem–Lowell–Brockton	1,644,048	8
Anaheim–Santa Ana	1,490,907	[illegible]
San Diego	1,302,092	10
Atlanta	1,289,431	11
Houston	1,186,527	[illegible]
Seattle	1,095,020	[illegible]
San Francisco	1,085,550	[illegible]
Dallas	1,074,351	[illegible]
Oakland	1,067,602	[illegible]
Phoenix	967,005	[illegible]
San Jose	959,016	18
Minneapolis–St. Paul	940,347	19
Baltimore	923,136	20
Bergen–Passaic	902,067	21
Miami–Hialeah	891,497	22
Riverside–San Bernardino	859,795	23
Newark	840,449	24
Tampa–St. Petersburg–Clearwater	831,683	25
Denver	782,104	26
Pittsburgh	757,307	27
Milwaukee	[illegible]9,819	28
St. Louis	[illegible]6,728	29
Middlesex–Somerset–Hunterdon	659,745	30
Fort Lauderdale–Hollywood–Pompano Beach	656,932	31
Portland, Ore.	6[illegible]7,744	32
Cleveland	637,188	33
Sacramento	619,863	34
Hartford–New Britain–Middletown–Bristol	611,[illegible]	35
Greensboro–Winston-Salem–High Point	588,95[illegible]	36
Norfolk–Virginia Beach–Newport News	581,03[illegible]	37
Indianapolis	538,409	38
Kansas City	517,350	39
Cincinnati	510,474	40
West Palm Beach–Boca Raton–Delray Beach	507,430	41
C[illegible]s, Ohio	494,376	42
Fort Worth–Arlington	490,427	43
Charlotte–Gastonia–Rock Hill	486,042	44
Salt Lake City–Ogden	486,029	45
Monmouth–Ocean	472,118	46
New Orleans	458,547	47
Rochester, N.Y.	454,244	48
Bridgeport–Stamford–Norwalk–Danbury	443,455	49
Nashville	438,474	50
Total Top 50	**51,964,899**	
Orlando	435,251	51
San Antonio	406,725	52
New Haven–Waterbury–Meriden	377,552	53
Albany–Schenectady–Troy	372,380	54
Louisville	372,120	55
Buffalo	369,250	56
Memphis	361,703	57
Richmond–Petersburg	353,305	58
Jacksonville, Fla.	344,096	59
Grand Rapids	336,177	60
Oklahoma City	329,966	61
Raleigh–Durham	325,039	62
Austin	308,298	63
Honolulu	306,149	64
Worcester–Fitchburg–Leominster	303,490	65
Syracuse	301,334	66
Oxnard–Ventura	291,736	67
Providence–Pawtucket–Woonsocket	291,612	68
Dayton–Springfield	282,152	69
Las Vegas	281,602	70
Omaha	264,812	71
Tucson	264,180	72
Lake County, Ill.	261,966	73
Jersey City	261,679	74
Birmingham	257,415	75
Portsmouth–Dover–Rochester	257,136	76
Wilmington, Del.	252,277	77
Fresno	247,643	78
Allentown–Bethlehem–Easton	243,540	79
Greenville–Spartanburg	243,119	80
Akron	243,036	81
Toledo	24[illegible],826	82
Tulsa	[illegible]77	83
Madison	[illegible]73	84
Knoxville	[illegible]5,747	85
Harrisburg–Lebanon–Carlisle	235,022	86
Scranton–Wilkes-Barre	233,627	87
Manchester–Nashua	224,976	88
Springfield, Mass.	222,223	89
T[illegible]oma	217,132	90
A[illegible]uquerque	214,965	91
L[illegible]sing–East Lansing	213,281	92
Lancaster	212,936	93
Baton Rouge	199,752	94
Sarasota	198,890	95
Santa Rosa–Petaluma	197,845	96
Fort Myers–Cape Coral	194,339	97
New Bedford–Fall River–Attleboro	191,805	98
Columbia, S.C.	191,594	99
El Paso	191,519	100
Total Top 100	**65,611,068**	
Little Rock–North Little Rock	177,152	101
Colorado Springs	176,000	102
Youngstown–Warren	174,401	103
Flint	174,218	104
Lexington-Fayette	172,627	105
Trenton	169,882	106
Bakersfield	167,924	107
Charleston, S.C.	167,232	108
Santa Barbara–Santa Maria–Lompoc	164,618	109
Modesto	161,919	110
Aurora–Elgin	160,876	111
Saginaw–Bay City–Midland	158,932	112
Reading	156,742	113
Atlantic City	155,139	114
Fort Wayne	151,779	115
Appleton–Oshkosh–Neenah	150,408	116
Chattanooga	150,236	117
Stockton	149,971	118
[illegible]reveport	149,347	119
[illegible]	146,987	120
[illegible]	142,293	121
[illegible]	140,467	122
[illegible]	138,928	123
[illegible]ammond	138,461	124
[illegible]	134,547	125
[illegible]ples	132,913	126
Fort Pierce	132,874	127
Vallejo–Fairfield–Napa	132,791	128
Daytona Beach	130,406	129
Jackson, Miss.	129,734	130
Salinas–Seaside–Monterey	129,134	131
Canton	127,900	132
Melbourne–Titusville–Palm Bay	126,964	133
Lakeland–Winter Haven	125,256	134
Fayetteville, N.C.	125,123	135
Davenport–Rock Island–Moline	121,015	136
Green Bay	120,123	137
Orange County, N.Y.	118,883	138
Reno	118,224	139
South Bend–Mishawaka	117,194	140
Rockford	117,155	141
Portland, Me.	116,546	142
Huntsville	116,289	143
Wichita	115,766	144
Spokane	111,641	145
Evansville	111,632	146
Roanoke	109,577	147
Eugene–Springfield	108,251	148
Johnson City–Kingsport–Bristol	107,255	149
Kalamazoo	107,252	150
Total Top 150	**72,552,092**	
Pensacola	105,318	151
Peoria	104,622	152
Erie	103,993	153
Poughkeepsie	103,070	154
Montgomery	100,591	155
Hickory–Morganton	100,452	156
Savannah	98,194	157
Joliet	97,219	[illegible]
Binghamton	96,456	[illegible]
Macon–Warner Robins	94,97[illegible]	[illegible]
McAllen–Edinburg–Mission	94,3[illegible]	[illegible]
Salem, Ore.	93,9[illegible]	[illegible]
Sant[illegible]ruz	92,99[illegible]	[illegible]
N[illegible]n–Norwich	9[illegible]333	[illegible]
[illegible]	91,751	[illegible]
Bea[illegible]rt Arthur	90,974	166
Tallah[illegible]	90,748	167
Bould[illegible]-Longmont	89,135	168
Visalia–Tulare–Porterville	85,574	169
Huntington–Ashland	84,699	170
Corpus Christi	84,632	171
Utica–Rome	84,185	172
Asheville	81,600	173
Chico	78,433	174
Boise	78,207	175
Amarillo	78,179	176
Lubbock	77,347	177
Columbus, Ga.	77,097	178
Charleston, W.Va.	75,468	179
Lorain–Elyria	75,435	180
Racine	75,022	181
Fort Collins–Loveland	74,496	182
Braden[illegible]	74,191	183
Springfield, Ill.	70,911	184
Killeen–Temple	70,498	185
Gainesville	68,446	186
Longview–Marshall	66,573	187
Hamilton–Middletown	64,816	188
Bellingham	64,545	189
Bremerton	64,493	190
Burlington, Vt.	64,428	191
Ocala	64,246	192
Olympia	63,912	193
Cedar Rapids	63,652	194
Wilmington, N.C.	62,712	195
Champaign–Urbana–Rantoul	62,336	196
Niagara Falls	61,006	197
Provo–Orem	60,907	198
Dothan	60,784	199
Altoona	60,763	200
Total Top 200	**76,572,782**	
Lima	59,235	201
Medford	58,470	202
Duluth	58,339	203
Vancouver	58,277	204
Tyler	58,111	205
Monroe	57,819	206
St. Cloud	57,407	207
Laredo	56,587	208
Johnstown	55,490	209
Charlottesville	55,378	210
Bangor	54,850	211
Pittsfield	54,732	212
Springfield, Mo.	54,467	213
Fort Walton Beach	54,226	214
Sioux Falls	5[illegible],799	215
Bloomington–Normal	52,734	216
Fargo–Moorhead	52,448	217
M[illegible]nsfield	52,431	218
Biloxi–Gulfport	52,132	219
Brownsville–Harlingen	51,942	220
Billings	51,917	221
Redding	51,404	222
Lafayette, La.	51,342	223
La Crosse	50,827	224
Tuscaloosa	50,777	225
Clarksville–Hopkinsville	50,441	226
Burlington, N.C.	50,391	227
Janesville–Beloit	50,102	228
Lynchburg	49,827	229
Waco	49,650	230
Lincoln	49,569	231
Rochester, Minn.	49,564	232
Yakima	48,635	233
Jacksonville, N.C.	48,566	234
Topeka	48,411	235
Wheeling	48,242	236
Lafayette–West Lafayette	48,206	237
Eau Claire	47,868	238
Hagerstown	47,862	239
Parkersburg–Marietta	46,600	240
State College	46,132	241
Muskegon	45,745	242
Sharon	45,431	243
Fort Smith	45,254	244
Athens	45,069	245
Albany, Ga.	44,735	246
Anderson, S.C.	44,032	247
Pueblo	43,304	248
Panama City	43,282	249
Jackson, Mich.	43,143	250
Total Top 250	**79,116,984**	
Decatur, Ala.	42,983	2[illegible]
Terre Haute	42,305	252
Battle Creek	41,654	253
Santa Fe	41,560	254
Galveston–Texas City	41,529	255
Williamsport	41,343	256
Beaver County, Pa.	40,830	257
Richland–Kennewick–Pasco	39,447	258
Fayetteville–Springdale	39,199	259
Wichita Falls	38,566	260
Abilene	38,292	[illegible]
Glens Falls	38,080	[illegible]
Kokomo	37,761	[illegible]
Gadsden	37,561	[illegible]
Jamestown–Dunkirk	37,483	265
Columbia, Mo.	37,436	266
Vineland–Millville–Bridgeton	37,430	267
[illegible]d	37,416	268
[illegible]–Goshen	37,127	269
[illegible]harles	36,965	270
[illegible]au	36,868	271
[illegible]ence, Ala.	36,773	272
Texarkana	36,297	273
Muncie	36,129	274
Decatur, Ill.	35,954	275
Yuba City	35,872	276
Owensboro	35,521	277
San Angelo	35,407	27[illegible]
Iowa City	34,635	279
Florence, S.C.	34,590	280
Cumberland	34,514	281
Anderson, Ind.	34,311	282
Great Falls	33,407	283
Alexandria, La.	33,016	284
Kenosha	32,504	285
Elmira	32,397	286
Houma–Thibodaux	32,270	287
Danville, Va.	31,922	288
Bryan–College Station	30,778	289
Bloomington, Ind.	30,039	290
Rapid City	30,001	291
Lawton	29,605	292
Yuma	29,458	293
Joplin	28,670	294
Benton Harbor	28,575	295
Steubenville–Weirton	28,502	296
Jackson, Tenn.	28,004	297
Dubuque	27,255	29[illegible]
Brazoria	27,210	[illegible]
Victoria	26,996	[illegible]
Greeley	26,938	[illegible]
Sioux City	26,868	302
Odessa	26,670	303
Waterloo–Cedar Falls	26,626	304
Lewiston–Auburn	26,219	305
Anniston	26,134	306
Casper	25,169	307
Midland, Tex.	24,392	308
Las Cruces	24,202	309
Sherman–Denison	23,716	310
Pine Bluff	21,943	311
Kankakee	21,690	312
Bismarck	21,443	313
Grand Forks	19,677	314
Lawrence, Kans.	19,241	315
Sheboygan	18,170	316
St. Joseph	18,154	317
Cheyenne	18,106	318
Pascagoula	16,935	319
Enid	14,050	320
Total Above Areas	**81,315,774**	
Percent of U.S.	**87.8184**	
U.S. Total	**92,595,264**	

Automotive Dealer Sales

Area	($000)	Rank
Los Angeles–Long Beach	13,521,510	1
Chicago	9,012,166	2
Philadelphia	7,868,028	3
Detroit	7,864,938	4
Washington	6,851,498	5
Boston–Lawrence–S[illegible]rockton	6,505,564	6
Houston	5,876,785	7
Dallas	5,851,793	8
New York	5,795,601	9
Atlanta	5,262,658	10
Nassau–Suffolk	5,177,613	11
Anaheim–Santa Ana	4,682,842	12
Minneapolis–St. Paul	4,436,322	13
St. Louis	4,189,976	14
San Diego	3,879,113	15
Phoenix	3,873,516	16
Baltimore	3,768,160	17
Tampa–St. Petersburg–Clearwater	3,706,927	18
Fort Lauderdale–Hollywood–Pompano Beach	3,467,564	19
Riverside–San Bernardino	3,403,243	20
Miami–Hialeah	3,301,462	21
Kansas City	3,181,436	22
Pittsburgh	3,165,374	23
Oakland	3,110,610	24
Seattle	3,023,520	25
Newark	3,014,388	26
Fort Worth–Arlington	2,880,840	27
Cleveland	2,687,934	28
Bergen–Passaic	2,678,035	29
Denver	2,661,632	30
Columbus, Ohio	2,506,238	31
Sacramento	2,473,348	32
Indianapolis	2,341,851	33
Milwaukee	2,341,837	34
San Jose	2,331,389	35
Orlando	2,320,382	36
Portland, Ore.	2,292,346	37
Norfolk–Virginia Beach–Newport News	2,290,169	38
Monmouth–Ocean	2,157,828	39
San Antonio	2,107,817	40
Charlotte–Gastonia–Rock Hill	2,100,149	41
Hartford–New Britain–Middletown–Bris	2,093,619	42
Cincinnati	2,043,0[illegible]	43
San Francisco	1,984,[illegible]	44
Nashville	1,9[illegible]	45
Oklahoma City	1,957,936	46
Birmingham	1,882,497	47
Memphis	1,872,298	48
Rochester, N.Y.	1,858,875	49
West Palm Beach–Boca Raton–Delray Beach	1,845,504	50
Total Top 50	**187,485,470**	
Jacksonville, Fla.	1,820,858	51
Middlesex–Somerset–Hunterdon	1,785,263	52
New Orleans	1,783,843	53
Salt Lake City–Ogden	1,693,398	54
Dayton–Springfield	1,612,544	55
Albany–Schenectady–Troy	1,577,469	56
Louisville	1,569,433	57
Richmond–Petersburg	1,563,169	58
Greensboro–Winston-Salem–High Point	1,503,006	59
Buffalo	1,406,349	60
Bridgeport–Stamford–Norwalk–Danbury	1,363,977	61
Harrisburg–Lebanon–Carlisle	1,305,703	62
New Haven–Waterbury–Meriden	1,283,520	63
Tulsa	1,278,907	64
Grand Rapids	1,271,878	65
Worcester–Fitchburg–Leominster	1,268,749	66
Oxnard–Ventura	1,246,193	67
Lake County, Ill.	1,244,137	68
Raleigh–Durham	1,235,153	69
Knoxville	1,203,682	70
Providence–Pawtucket–Woonsocket	1,175,964	71
Austin	1,162,915	72
Honolulu	1,1[illegible]0,872	73
Allentown–Bethlehem–Easton	1,15[illegible]23	74
Las Vegas	1,148,6[illegible]5	75
Omaha	1,123,408	76
Little Rock–North Little Rock	1,078,986	77
Syracuse	1,077,923	78
Wilmington, Del.	1,036,585	79
Scranton–Wilkes-Barre	1,018,689	80
Greenville–Spartanburg	983,835	81
Albuquerque	964,265	82
Toledo	932,648	83
Fresno	920,788	84
Springfield, Mass.	878,582	85
Tucson	876,051	86
Akron	868,658	87
Baton Rouge	851,046	88
Tacoma	849,077	89
New Bedford–Fall River–Attleboro	823,363	90
Flint	798,933	91
Manchester–Nashua	788,877	92
Columbia, S.C.	781,581	93
Charleston, S.C.	772,898	94
Des Moines	768,253	95
El Paso	766,459	96
Lancaster	764,555	97
Portsmouth–Dover–Rochester	764,001	98
Youngstown–Warren	763,456	99
Jackson, Miss.	757,970	100
Total Top 100	**244,259,047**	
Mobile	755,313	101
Wichita	744,274	102
Melbourne–Titusville–Palm Bay	720,703	103
Gary–Hammond	719,029	104
Lansing–East Lansing	709,736	105
Fort Myers–Cape Coral	690,738	106
Fort Wayne	686,806	107
Saginaw–Bay City–Midland	682,979	108
Sarasota	671,525	109
Trenton	665,937	110
Spokane	661,744	111
Chattanooga	661,059	112
Bakersfield	659,560	113
Lakeland–Winter Haven	659,489	114
Lexington-Fayette	658,447	115
Madison	657,264	116
York	607,098	117
Colorado Springs	641,279	118
Atlantic City	617,956	119
Stockton	615,551	120
Johnson City–Kingsport–Bristol	615,138	121
Peoria	613,049	122
Davenport–Rock Island–Moline	612,691	123
Augusta	604,863	124
Daytona Beach	600,038	125
Beaumont–Port Arthur	597,057	126
Montgomery	591,390	127
Corpus Christi	580,243	128
Appleton–Oshkosh–Neenah	568,553	129
Reno	562,079	130
Pensacola	558,505	131
Shreveport	556,737	132
Ann Arbor	551,968	133
Canton	549,731	134
Fort Pierce	542,693	135
Joliet	539,900	136
Reading	533,748	137
Aurora–Elgin	531,618	138
Eugene–Springfield	531,094	139
Macon–Warner Robins	529,229	140
Springfield, Mo.	517,095	141
Orange County, N.Y.	516,633	142
Vallejo–Fairfield–Napa	510,350	143
Santa Rosa–Petaluma	508,593	144
Lubbock	502,485	145
Roanoke	491,388	146
Jersey City	474,883	147
Huntsville	471,070	148
Portland, Me.	470,952	149
Santa Cruz	453,439	150
Total Top 150	**274,882,746**	
Modesto	449,934	151
Hamilton–Middletown	438,368	152
Charleston, W.Va.	437,061	153
New London–Norwich	436,610	154
Poughkeepsie	435,565	155
Santa Barbara–Santa Maria–Lompoc	431,356	156
Utica–Rome	427,655	157
South Bend–Mishawaka	427,081	158
Lorain–Elyria	425,924	159
Boulder–Longmont	421,030	160
Binghamton	418,051	161
Amarillo	413,299	162
Erie	403,586	163
Salinas–Seaside–Monterey	401,701	164
Savannah	401,063	165
Rockford	400,684	166
Huntington–Ashland	392,389	167
Columbus, Ga.	382,685	168
Evansville	381,227	169
Elkhart–Goshen	378,155	170
Fayetteville, N.C.	373,852	171
Hickory–Morganton	369,741	172
Bradenton	369,129	173
Salem, Ore.	366,729	174
Green Bay	364,310	175
Gainesville	362,811	176
McAllen–Edinburg–Mission	348,164	177
Anchorage	344,859	178
Racine	341,941	179
Lincoln	338,409	180
Tallahassee	336,506	181
Kalamazoo	335,182	182
Longview–Marshall	334,110	183
Duluth	331,724	184
Bangor	328,991	185
Cedar Rapids	323,850	186
Vineland–Millville–Bridgeton	322,830	187
Monroe	317,978	188
Topeka	311,429	189
Boise	311,040	190
Clarksville–Hopkinsville	309,114	191
Tyler	307,381	192
Johnstown	301,006	193
Killeen–Temple	291,193	194
Springfield, Ill.	290,077	195
Lima	288,980	196
Waterloo–Cedar Falls	283,586	197
Sioux Falls	282,068	198
Ga[illegible]ton–Texas City	281,429	199
Ni[illegible]ara Falls	280,491	200
Total Top 200	**292,135,888**	
Lafayette, La.	279,553	201
Ocala	277,735	202
Visalia–Tulare–Porterville	277,452	203
Fort Collins–Loveland	274,543	204
St. Cloud	274,217	205
Dothan	273,040	206
Biloxi–Gulfport	272,875	207
Fargo–Moorhead	272,580	208
Medford	271,765	209
Glens Falls	259,115	210
Brazoria	258,381	211
Fort Smith	255,664	212
Rochester, Minn.	253,131	213
Billings	250,977	214
Brownsville–Harlingen	247,049	215
Janesville–Beloit	247,023	216
Faye[illegible]ville–Springdale	246,080	217
Decat[illegible], Ala.	246,068	218
Parkersburg–Marietta	245,343	219
Tuscaloosa	245,054	220
Kokomo	242,771	221
Joplin	240,978	222
Naples	240,957	223
Waco	239,738	224
Asheville	238,072	225
Richland–Kennewick–Pasco	237,517	226
Florence, S.C.	235,604	227
Benton Harbor	234,598	228
Vancouver	231,465	229
Wilmington, N.C.	230,448	230
Muskegon	228,799	231
Rapid City	226,621	232
Fort Walton Beach	226,364	233
Anderson, S.C.	225,994	234
Yakima	225,223	235
Hagerstown	222,719	236
Battle Creek	222,194	237
Altoona	219,993	238
Lafayette–West Lafayette	219,546	239
Abilene	218,797	240
Provo–Orem	217,015	241
Bloomington–Normal	216,249	242
Pittsfield	216,010	243
Eau Claire	215,952	244
Columbia, Mo.	215,262	245
Florence, Ala.	213,672	246
Anderson, Ind.	210,305	247
Anniston	210,127	248
Lake Charles	209,918	249
Houma–Thibodaux	209,537	250
Total Top 250	**304,105,148**	
Panama City	209,042	251
Decatur, Ill.	208,450	252
Redding	208,091	253
Williamsport	207,439	254
Jamestown–Dunkirk	207,302	255
Burlington, Vt.	206,928	256
Odessa	206,521	257
Burlington, N.C.	204,022	258
Mansfield	203,925	259
Wichita Falls	202,898	260
Lewiston–Auburn	202,253	261
Alexandria, La.	201,812	262
Olympia	198,281	263
La Crosse	194,665	264
Champaign–Urbana–Rantoul	193,922	265
Chico	193,247	266
Texarkana	191,918	267
Charlottesville	189,604	268
Yuma	186,287	269
Jacksonville, N.C.	184,039	270
Pueblo	183,889	271
Sherman–Denison	183,764	272
Bismarck	181,478	273
Jackson, Mich.	180,559	[illegible]
Lynchburg	175,965	275
Wausau	175,810	276
Beaver County, Pa.	173,979	277
Wheeling	173,180	278
Kankakee	172,156	279
Bremerton	172,104	280
Sharon	170,681	281
Midland, Tex.	169,798	282
Muncie	167,620	283
Terre Haute	165,359	284
State College	162,633	285
Athens	162,039	286
Bryan–College Station	160,869	287
Albany, Ga.	160,607	288
Grand Forks	160,375	289
Gadsden	156,974	290
Sioux City	156,020	291
Greeley	152,073	292
Merced	148,720	293
San Angelo	146,554	294
Dubuque	146,359	295
Danville, Va.	144,099	296
Victoria	143,143	297
Santa Fe	142,687	298
Lawton	141,510	299
Sheboygan	140,992	300
St. Joseph	139,520	301
Bellingham	139,261	302
Elmira	138,732	303
Great Falls	138,283	304
Steubenville–Weirton	136,464	305
Las Cruces	135,244	306
Pine Bluff	135,149	307
Owensboro	130,403	308
Bloomington, Ind.	129,178	309
Jackson, Tenn.	128,346	310
Cheyenne	127,439	311
Iowa City	116,008	312
Yuba City	113,917	313
Pascagoula	110,497	314
Kenosha	108,423	315
Laredo	104,783	316
Casper	101,770	317
Cumberland	99,779	318
Enid	87,693	319
Lawrence, Kans.	83,875	320
Total Above Areas	**315,382,567**	
Percent of U.S.	**82.6044**	
U.S. Total	**381,798,762**	

Drugstore Sales

Area	($000)	Rank
Los Angeles–Long Beach	2,570,327	1
Chicago	2,509,915	2
New York	2,123,374	3
Detroit	1,422,334	4
Philadelphia	1,319,476	5
Washington	1,240,552	6
Boston–Lawrence–Salem–Lowell–Brockton	1,135,949	7
Oakland	946,009	8
Nassau–Suffolk	853,003	9
Anaheim–Santa Ana	821,996	10
San Francisco	814,268	11
Atlanta	805,538	12
Miami–Hialeah	769,760	13
Houston	745,731	14
San Diego	738,583	15
Seattle	727,741	16
San Jose	684,080	17
Tampa–St. Petersburg–Clearwater	677,194	18
Baltimore	640,893	19
Cleveland	639,335	20
Riverside–San Bernardino	634,282	21
Phoenix	617,921	22
Sacramento	617,033	23
St. Louis	608,592	24
Pittsburgh	558,969	25
Fort Lauderdale–Hollywood–Pompano Beach	532,473	26
Honolulu	510,888	27
Dallas	503,557	28
Milwaukee	471,092	29
Minneapolis–St. Paul	462,239	30
New Orleans	461,719	31
Cincinnati	423,309	32
Newark	419,446	33
Jacksonville, Fla.	374,693	34
Bergen–Passaic	356,119	35
Charlotte–Gastonia–Rock Hill	355,505	36
Indianapolis	353,093	37
Columbus, Ohio	348,834	38
West Palm Beach–Boca Raton–Delray Beach	346,572	39
Norfolk–Virginia Beach–Newport News	345,761	40
Kansas City	345,505	41
Louisville	337,436	42
Buffalo	336,737	43
Fort Worth–Arlington	321,263	44
Hartford–New Britain–Middletown–Bristol	311,850	45
Memphis	310,312	46
Providence–Pawtucket–Woonsocket	301,155	47
Greensboro–Winston-Salem–High Point	291,387	48
Fresno	284,200	49
Rochester, N.Y.	268,596	50
Total Top 50	**34,596,846**	
Birmingham	265,347	51
Denver	262,694	52
Richmond–Petersburg	261,697	53
Orlando	259,709	54
Nashville	254,634	55
Monmouth–Ocean	252,934	56
Albany–Schenectady–Troy	251,632	57
Oxnard–Ventura	225,416	58
Raleigh–Durham	224,605	59
Dayton–Springfield	223,568	60
San Antonio	222,875	61
Scranton–Wilkes-Barre	221,406	62
Portland, Ore.	220,611	63
Bakersfield	215,699	64
Modesto	211,561	65
Tucson	210,704	66
Gary–Hammond	208,411	67
Middlesex–Somerset–Hunterdon	207,479	68
Stockton	204,189	69
Bridgeport–Stamford–Norwalk–Danbury	202,697	70
Greenville–Spartanburg	201,948	71
Oklahoma City	196,349	72
Santa Rosa–Petaluma	193,772	73
Worcester–Fitchburg–Leominster	193,689	74
Syracuse	191,962	75
Wilmington, Del.	186,725	76
Las Vegas	185,522	77
New Haven–Waterbury–Meriden	185,195	78
Lake County, Ill.	181,003	79
Allentown–Bethlehem–Easton	178,780	80
Vallejo–Fairfield–Napa	174,796	81
Knoxville	165,287	82
Mobile	164,163	83
Austin	161,089	84
Terre Haute	159,012	85
Toledo	157,923	86
Springfield, Mass.	157,043	87
Tacoma	156,877	88
Youngstown–Warren	152,484	89
Baton Rouge	151,715	90
Santa Barbara–Santa Maria–Lompoc	149,190	91
Omaha	147,[illegible]76	92
New Bedford–Fall River–Attleboro	144,581	93
Daytona Beach	143,291	94
Harrisburg–Lebanon–Carlisle	141,858	95
Albuquerque	140,560	96
Tulsa	133,866	97
Akron	133,816	98
Jersey City	131,980	99
Sarasota	130,146	100
Total Top 100	**44,096,912**	
Salinas–Seaside–Monterey	129,995	101
Grand Rapids	128,769	102
Lakeland–Winter Haven	127,127	103
Augusta	125,704	104
Salt Lake City–Ogden	125,631	105
Columbia, S.C.	125,602	106
Flint	124,906	107
Davenport–Rock Island–Moline	121,917	108
Visalia–Tulare–Porterville	121,804	109
Reno	119,111	110
Fort Wayne	116,926	111
Charleston, S.C.	116,636	112
Shreveport	114,359	113
Aurora–Elgin	113,110	114
Joliet	112,593	115
Fort Myers–Cape Coral	111,151	116
Lexington-Fayette	108,923	117
Utica–Rome	107,996	118
Johnson City–Kingsport–Bristol	107,747	119
Santa Cruz	106,599	120
Lancaster	102,871	121
Des Moines	102,583	122
Jackson, Miss.	98,913	123
Spokane	97,693	124
Fort Pierce	97,030	125
Saginaw–Bay City–Midland	96,324	126
Manchester–Nashua	95,731	127
Chattanooga	94,497	128
Little Rock–North Little Rock	94,471	129
Atlantic City	92,807	130
Peoria	92,372	131
Pensacola	90,929	132
Binghamton	89,198	133
Beaumont–Port Arthur	88,008	134
Portsmouth–Dover–Rochester	87,984	135
Redding	86,552	136
Madison	86,529	137
Chico	86,520	138
St. Cloud	86,326	139
El Paso	85,303	140
Trenton	84,114	141
Huntington–Ashland	84,073	142
Lansing–East Lansing	83,997	143
Melbourne–Titusville–Palm Bay	83,387	144
Lorain–Elyria	83,099	145
Erie	83,004	146
Salem, Ore.	82,294	147
South Bend–Mishawaka	81,056	148
Charleston, W.Va.	80,995	149
York	80,153	150
Total Top 150	**49,142,321**	
Macon–Warner Robins	80,099	151
Evansville	79,236	152
Portland, Me.	79,051	153
Canton	78,870	154
Wichita	76,315	155
Savannah	76,164	156
Reading	73,916	157
Niagara Falls	73,839	158
Ocala	73,630	159
Ann Arbor	73,458	160
Poughkeepsie	73,189	161
Roanoke	72,888	162
Eugene–Springfield	7[illegible],516	163
Orange County, N.Y.	70,820	164
Rockford	69,877	165
Johnstown	69,376	166
Montgomery	69,030	167
Hickory–Morganton	66,743	168
Vancouver	65,506	169
Bremerton	65,367	170
Bradenton	65,220	171
Naples	64,526	172
Richland–Kennewick–Pasco	63,887	173
Springfield, Ill.	63,540	174
Merced	63,359	175
Columbus, Ga.	61,821	176
Hamilton–Middletown	61,610	177
Houma–Thibodaux	60,050	178
Kalamazoo	58,875	179
Colorado Springs	58,314	180
Lafayette, La.	58,168	181
Appleton–Oshkosh–Neenah	57,941	182
Duluth	55,356	183
Longview–Marshall	53,504	184
Topeka	53,115	185
Tallahassee	52,882	186
Sioux Falls	52,454	187
Cedar Rapids	51,381	188
Yakima	51,138	189
Monroe	50,531	190
Lake Charles	50,011	191
Corpus Christi	49,947	192
Elkhart–Goshen	49,854	193
Fayetteville, N.C.	49,604	194
Biloxi–Gulfport	49,501	195
Lynchburg	49,349	196
Olympia	48,906	197
Asheville	47,853	198
New London–Norwich	47,604	199
Tuscaloosa	47,278	200
Total Top 200	**52,249,700**	
Muskegon	45,879	201
Benton Harbor	45,677	202
Lincoln	45,567	203
Racine	45,492	204
Anchorage	44,972	205
Boulder–Longmont	44,891	206
Provo–Orem	44,750	207
Anderson, S.C.	44,231	208
Beaver County, Pa.	43,383	209
Fort Walton Beach	43,346	210
Decatur, Ill.	42,800	211
Bellingham	42,797	212
Huntsville	42,556	213
Athens	42,306	214
Bloomington–Normal	42,089	215
Champaign–Urbana–Rantoul	41,895	216
Wilmington, N.C.	41,757	217
Wheeling	41,384	218
Gainesville	41,206	219
Galveston–Texas City	40,936	220
Lima	40,773	221
Battle Creek	39,721	222
Hagerstown	39,517	223
Vineland–Millville–Bridgeton	39,356	224
Glens Falls	39,026	225
Amarillo	38,969	226
Pittsfield	38,443	227
Panama City	38,342	228
Altoona	38,281	229
Janesville–Beloit	37,995	230
Bangor	37,956	231
Jackson, Mich.	37,[illegible]	232
Waterloo–Cedar Falls	37,113	233
Charlottesville	37,038	234
McAllen–Edinburg–Mission	36,720	235
Burlington, N.C.	36,676	236
Danville, Va.	36,589	237
Parkersburg–Marietta	36,374	238
Brazoria	35,806	239
Boise	35,750	240
Sherman–Denison	35,331	241
Lafayette–West Lafayette	35,299	242
Tyler	35,157	243
Alexandria, La.	35,142	244
Killeen–Temple	34,977	245
Waco	34,396	246
Jamestown–Dunkirk	34,060	247
Anderson, Ind.	33,938	248
Yuba City	33,587	249
Williamsport	33,036	250
Total Top 250	**54,[illegible]**	
Steubenville–Weirton	32,954	251
Muncie	32,816	252
Lubbock	32,732	253
Kankakee	32,426	254
Wichita Falls	32,280	255
Fort Smith	32,232	256
Elmira	32,168	257
Cumberland	31,808	258
Yuma	30,988	259
Burlington, Vt.	30,632	260
Brownsville–Harlingen	30,586	261
Fargo–Moorhead	30,010	262
Sharon	29,963	263
Springfield, Mo.	29,566	264
Owensboro	29,536	265
Pascagoula	29,470	266
Medford	29,411	267
Clarksville–Hopkinsville	29,394	268
Fort Collins–Loveland	29,308	269
Kokomo	29,117	270
Anniston	28,893	271
Midland, Tex.	28,085	272
State College	27,632	273
Florence, S.C.	26,960	274
Dubuque	26,487	275
Santa Fe	26,419	276
Gadsden	26,345	277
Green Bay	26,240	278
Sioux City	26,074	279
Dothan	25,461	280
Iowa City	25,414	281
Odessa	24,395	282
Bloomington, Ind.	24,066	283
Lewiston–Auburn	24,045	284
Florence, Ala.	24,040	285
Abilene	23,988	286
Albany, Ga.	23,341	287
Pine Bluff	23,208	288
Sheboygan	23,032	289
Decatur, Ala.	23,014	290
Bismarck	22,272	291
Eau Claire	22,003	292
Mansfield	21,213	293
Texarkana	20,776	294
Pueblo	20,636	295
Kenosha	19,484	296
Jacksonville, N.C.	19,392	297
La Crosse	19,219	298
Jackson, Tenn.	19,074	299
Billings	18,982	300
Rapid City	18,412	301
Rochester, Minn.	18,302	302
Joplin	17,617	303
Great Falls	16,433	304
Las Cruces	16,378	305
Enid	15,266	306
Bryan–College Station	14,757	307
Greeley	14,520	308
Lawton	14,095	309
San Angelo	13,930	310
Victoria	13,[illegible]	311
Columbia, Mo.	1[illegible]	312
St. Joseph	12,723	313
Fayetteville–Springdale	12,256	314
Laredo	11,983	315
Wausau	11,006	316
Grand Forks	10,633	317
Lawrence, Kans.	9,461	318
Casper	6,771	319
Cheyenne	4,807	320
Total Above Areas	**55,818,406**	
Percent of U.S.	**81.[illegible]**	
U.S. Total	**68,[illegible]**	

Apparel and Accessories Store Sales

Area	($000)	Rank
New York	5,007,905	1
Los Angeles–Long Beach	4,729,745	2
Chicago	3,605,018	3
Philadelphia	2,180,724	4
Detroit	2,026,741	5
Boston–Lawrence–Salem–Lowell–Brockton	1,986,253	6
Washington	1,967,692	7
Nassau–Suffolk	1,727,774	8
Anaheim–Santa Ana	1,462,932	9
Houston	1,448,739	10
Dallas	1,337,105	11
Atlanta	1,235,079	12
San Francisco	1,226,437	13
Seattle	1,187,408	14
San Diego	1,170,334	15
Miami–Hialeah	1,051,108	16
Minneapolis–St. Paul	1,020,840	17
Bergen–Passaic	999,109	18
Baltimore	967,259	19
Newark	897,494	20
San Jose	876,321	21
Oakland	852,905	22
St. Louis	841,707	23
Pittsburgh	761,828	24
Phoenix	729,159	25
Cleveland	700,774	26
Riverside–San Bernardino	681,276	27
Honolulu	660,860	28
Denver	651,789	29
Portland, Ore.	639,351	30
Tampa–St. Petersburg–Clearwater	603,481	31
San Antonio	584,297	32
Fort Lauderdale–Hollywood–Pompano Beach	573,904	33
Middlesex–Somerset–Hunterdon	572,875	34
Kansas City	570,294	35
Bridgeport–Stamford–Norwalk–Danbury	547,625	36
New Orleans	541,048	37
Milwaukee	532,188	38
Norfolk–Virginia Beach–Newport News	523,682	39
Cincinnati	519,518	40
West Palm Beach–Boca Raton–Delray Beach	510,333	41
Sacramento	506,286	42
Columbus, Ohio	501,352	43
Birmingham	485,902	44
Hartford–New Britain–Middletown–Bristol	476,044	45
Charlotte–Gastonia–Rock Hill	468,902	46
Monmouth–Ocean	464,341	47
Fort Worth–Arlington	463,993	48
Orlando	436,611	49
Jersey City	434,877	50
Total Top 50	**54,949,219**	
Salt Lake City–Ogden	431,388	51
Indianapolis	429,252	52
Oklahoma City	416,043	53
Nashville	400,542	54
Memphis	389,661	55
Greensboro–Winston-Salem–High Point	388,222	56
Rochester, N.Y.	362,664	57
New Haven–Waterbury–Meriden	355,437	58
Austin	354,552	59
Providence–Pawtucket–Woonsocket	351,499	60
Richmond–Petersburg	342,058	61
Buffalo	330,541	62
Albany–Schenectady–Troy	326,828	63
Las Vegas	324,979	64
Louisville	315,833	65
Grand Rapids	313,577	66
Tulsa	312,091	67
Raleigh–Durham	288,165	68
Greenville–Spartanburg	277,613	69
Syracuse	276,816	70
Knoxville	270,160	71
Jacksonville, Fla.	269,309	72
Allentown–Bethlehem–Easton	257,086	73
Dayton–Springfield	256,216	74
Scranton–Wilkes-Barre	253,430	75
New Bedford–Fall River–Attleboro	242,598	76
Little Rock–North Little Rock	236,497	77
Reading	229,708	78
Lake County, Ill.	225,816	79
Worcester–Fitchburg–Leominster	222,197	80
Springfield, Mass.	218,159	81
Tucson	214,431	82
Oxnard–Ventura	213,200	83
Albuquerque	211,236	84
Omaha	206,017	85
Charleston, S.C.	195,092	86
Atlantic City	191,887	87
Tacoma	189,929	88
Fresno	189,649	89
Manchester–Nashua	188,935	90
Baton Rouge	187,566	91
Trenton	186,958	92
Toledo	185,136	93
El Paso	184,132	94
Aurora–Elgin	182,384	95
Wilmington, Del.	180,707	96
Anchorage	180,108	97
Columbia, S.C.	179,441	98
Des Moines	176,551	99
Madison	176,163	100
Total Top 100	**68,237,678**	
Santa Barbara–Santa Maria–Lompoc	170,952	101
Akron	166,805	102
Harrisburg–Lebanon–Carlisle	165,577	103
Chattanooga	163,925	104
Spokane	163,493	105
Wichita	161,896	106
Youngstown–Warren	159,641	107
Lexington-Fayette	158,862	108
Terre Haute	157,883	109
Gary–Hammond	154,966	110
Mobile	153,529	111
Flint	152,494	112
Saginaw–Bay City–Midland	152,246	113
Lansing–East Lansing	151,346	114
Portland, Me.	151,011	115
Lancaster	150,383	116
Portsmouth–Dover–Rochester	145,575	117
Huntsville	138,710	118
Fort Myers–Cape Coral	137,430	119
Shreveport	137,320	120
Salinas–Seaside–Monterey	136,833	121
Poughkeepsie	135,261	122
Colorado Springs	134,710	123
Jackson, Miss.	134,601	124
Ann Arbor	133,315	125
Beaumont–Port Arthur	132,459	126
Bakersfield	128,655	127
Santa Rosa–Petaluma	127,885	128
Orange County, N.Y.	127,485	129
McAllen–Edinburg–Mission	127,345	130
Sarasota	119,648	131
Montgomery	114,610	132
Amarillo	114,544	133
Davenport–Rock Island–Moline	112,692	134
Fort Wayne	111,172	135
Reno	109,929	136
Stockton	108,645	137
New London–Norwich	106,455	138
Brownsville–Harlingen	105,876	139
Johnson City–Kingsport–Bristol	105,377	140
Lubbock	104,337	141
Canton	103,507	142
Eugene–Springfield	102,852	143
Daytona Beach	102,469	144
Corpus Christi	102,206	145
Lafayette, La.	101,864	146
Utica–Rome	101,635	147
Kalamazoo	101,112	148
Augusta	101,075	149
Roanoke	100,347	150
Total Top 150	**74,780,423**	
Appleton–Oshkosh–Neenah	99,220	151
York	98,062	152
Pensacola	96,744	153
Naples	95,961	154
Evansville	95,882	155
Vallejo–Fairfield–Napa	93,861	156
Lincoln	93,113	157
Columbus, Ga.	91,533	158
Peoria	91,327	159
Lakeland–Winter Haven	90,863	160
Savannah	89,774	161
Modesto	87,307	162
Rockford	87,143	163
Macon–Warner Robins	85,627	164
Galveston–Texas City	84,257	165
Salem, Ore.	83,807	166
Boulder–Longmont	83,783	167
Binghamton	83,085	168
Niagara Falls	80,166	169
Laredo	77,403	170
South Bend–Mishawaka	77,207	171
Asheville	76,337	172
Huntington–Ashland	75,319	173
Tallahassee	73,846	174
Charleston, W.Va.	71,848	175
Erie	71,722	176
Springfield, Mo.	71,439	177
Monroe	71,307	178
Longview–Marshall	71,243	179
Green Bay	70,967	180
Melbourne–Titusville–Palm Bay	70,221	181
Hickory–Morganton	69,510	182
Fort Pierce	69,249	183
Tyler	68,748	184
Champaign–Urbana–Rantoul	67,975	185
Fayetteville, N.C.	67,077	186
Duluth	66,489	187
Visalia–Tulare–Porterville	65,960	188
Charlottesville	65,710	189
Santa Cruz	65,230	190
Waco	63,941	191
Burlington, Vt.	63,437	192
Cedar Rapids	61,938	193
Provo–Orem	61,673	194
Boise	61,572	195
Joliet	59,938	196
Alexandria, La.	59,239	197
Tuscaloosa	58,719	198
Burlington, N.C.	58,039	199
Bangor	57,515	200
Total Top 200	**78,582,956**	
Vancouver	57,132	201
Lake Charles	57,054	202
Wilmington, N.C.	56,462	203
Sioux Falls	56,017	204
Dothan	55,851	205
Pittsfield	55,559	206
Gainesville	55,426	207
Yakima	55,248	208
Fargo–Moorhead	55,170	209
Racine	54,873	210
Bradenton	53,866	211
Springfield, Ill.	53,114	212
Topeka	52,355	213
Billings	51,525	214
Santa Fe	51,349	215
Fort Smith	49,501	216
Medford	49,424	217
Killeen–Temple	49,091	218
Fort Collins–Loveland	48,155	219
Clarksville–Hopkinsville	47,414	220
Williamsport	46,401	221
Bremerton	45,732	222
Lima	45,704	223
Kenosha	45,437	224
Anderson, S.C.	45,429	225
Midland, Tex.	45,410	226
Rochester, Minn.	45,367	227
St. Cloud	44,835	228
Bloomington, Ind.	44,670	229
Elkhart–Goshen	44,572	230
Vineland–Millville–Bridgeton	44,318	231
Johnstown	43,545	232
Wichita Falls	43,356	233
Altoona	43,195	234
Lynchburg	43,066	235
Columbia, Mo.	42,686	236
Eau Claire	42,662	237
Brazoria	42,588	238
San Angelo	42,343	239
Abilene	42,297	240
Joplin	42,225	241
Odessa	42,067	242
Panama City	42,013	243
Wheeling	41,865	244
State College	40,925	245
Lorain–Elyria	40,889	246
Glens Falls	40,702	247
Lafayette–West Lafayette	40,685	248
Houma–Thibodaux	40,451	249
Bryan–College Station	40,376	250
Total Top 250	**80,943,353**	
Chico	39,943	251
Sioux City	39,864	252
Fayetteville–Springdale	39,781	253
Bloomington–Normal	39,508	254
Bellingham	38,509	255
Ocala	38,371	256
Sharon	38,313	257
Florence, Ala.	38,044	258
Athens	37,597	259
Florence, S.C.	[illegible]	260
Rapid City	[illegible]	261
Decatur, Ala.	[illegible]	262
Fort Walton Beach	[illegible]	263
Benton Harbor	37,077	264
Elmira	36,982	265
Texarkana	36,515	266
Anniston	36,093	267
Grand Forks	35,504	268
Olympia	35,355	269
Muncie	35,009	270
Gadsden	34,359	271
La Crosse	34,103	272
Battle Creek	33,909	273
Decatur, Ill.	33,660	274
Victoria	32,693	275
Beaver County, Pa.	32,267	276
Waterloo–Cedar Falls	31,915	277
Owensboro	31,555	278
Jackson, Tenn.	30,970	279
Parkersburg–Marietta	30,904	280
Redding	30,531	281
Biloxi–Gulfport	30,502	282
Albany, Ga.	30,197	283
Mansfield	30,191	284
Wausau	29,943	285
Anderson, Ind.	29,138	286
Jacksonville, N.C.	29,052	287
Janesville–Beloit	28,967	288
Las Cruces	28,912	289
Lawton	28,725	290
Jamestown–Dunkirk	28,668	291
Sherman–Denison	28,051	292
Iowa City	27,811	293
Muskegon	27,551	294
Great Falls	26,584	295
Merced	25,727	296
Hagerstown	25,655	297
Dubuque	24,211	298
Hamilton–Middletown	24,191	299
Bismarck	23,989	300
Enid	23,507	301
Pueblo	23,352	302
Cumberland	23,322	303
Steubenville–Weirton	23,273	304
Pine Bluff	22,880	305
Richland–Kennewick–Pasco	22,791	306
Pascagoula	22,092	307
Lewiston–Auburn	21,820	308
Cheyenne	21,781	309
Lawrence, Kans.	20,681	310
Yuma	19,869	311
Yuba City	19,476	312
Greeley	18,108	313
Jackson, Mich.	17,859	314
Casper	15,635	315
Kankakee	15,491	316
Sheboygan	14,116	317
Danville, Va.	11,969	318
St. Joseph	10,512	319
Kokomo	1,457	320
Total Above Areas	**82,949,812**	
Percent of U.S.	**87.6428**	
U.S. Total	**94,645,313**	

Building Material and Hardware Store Sales

Area	($000)	Rank
Los Angeles–Long Beach	3,086,447	1
Chicago	1,959,994	2
Detroit	1,597,786	3
Atlanta	1,402,654	4
Boston–Lawrence–Salem–Lowell–Brockton	1,353,208	5
Washington	1,320,175	6
Philadelphia	1,296,550	7
Nassau–Suffolk	1,293,737	8
New York	1,291,523	9
Minneapolis–St. Paul	1,224,288	10
Riverside–San Bernardino	1,182,541	11
San Diego	1,078,206	12
Anaheim–Santa Ana	1,068,847	13
St. Louis	915,594	14
Seattle	888,951	15
Tampa–St. Petersburg–Clearwater	826,206	16
Dallas	790,870	17
Baltimore	771,576	18
Oakland	766,081	19
Houston	718,605	20
Sacramento	676,863	21
Phoenix	672,824	22
Kansas City	660,705	23
San Francisco	616,570	24
San Jose	594,034	25
Cincinnati	573,821	26
Cleveland	567,690	27
Charlotte–Gastonia–Rock Hill	561,028	28
Indianapolis	547,630	29
Milwaukee	543,309	30
Pittsburgh	534,614	31
Newark	529,585	32
Columbus, Ohio	524,975	33
Portland, Ore.	517,226	34
Denver	510,730	35
Norfolk–Virginia Beach–Newport News	492,574	36
Hartford–New Britain–Middletown–Bristol	483,288	37
Miami–Hialeah	475,839	38
Fort Lauderdale–Hollywood–Pompano Beach	472,585	39
Greensboro–Winston-Salem–High Point	460,037	40
Orlando	443,145	41
Middlesex–Somerset–Hunterdon	432,430	42
Monmouth–Ocean	429,294	43
Fort Worth–Arlington	426,396	44
Raleigh–Durham	423,321	45
Grand Rapids	410,000	46
Bergen–Passaic	403,528	47
Nashville	400,007	48
Bridgeport–Stamford–Norwalk–Danbury	386,001	49
Salt Lake City–Ogden	383,457	50
Total Top 50	**39,987,345**	
New Haven–Waterbury–Meriden	373,121	51
Jacksonville, Fla.	358,220	52
Louisville	357,469	53
Albany–Schenectady–Troy	338,136	54
Rochester, N.Y.	332,129	55
Dayton–Springfield	330,826	56
Las Vegas	330,205	57
Richmond–Petersburg	327,521	58
Providence–Pawtucket–Woonsocket	326,892	59
New Orleans	320,941	60
West Palm Beach–Boca Raton–Delray Beach	315,462	61
Allentown–Bethlehem–Easton	310,439	62
Scranton–Wilkes-Barre	305,711	63
Akron	300,947	64
Birmingham	293,739	65
Greenville–Spartanburg	293,674	66
Tucson	293,362	67
Santa Rosa–Petaluma	287,798	68
Oxnard–Ventura	287,043	69
Lake County, Ill.	279,387	70
Aurora–Elgin	279,191	71
Columbia, S.C.	260,345	72
Memphis	259,037	73
Worcester–Fitchburg–Leominster	256,690	74
San Antonio	252,265	75
Lancaster	249,172	76
Tacoma	247,627	77
Tulsa	247,056	78
Springfield, Mass.	246,497	79
Portsmouth–Dover–Rochester	245,490	80
Oklahoma City	241,856	81
Little Rock–North Little Rock	240,806	82
Knoxville	236,910	83
Honolulu	234,307	84
Buffalo	232,373	85
Albuquerque	230,403	86
Fort Myers–Cape Coral	229,645	87
Flint	229,029	88
Syracuse	228,003	89
Wilmington, Del.	225,016	90
Fresno	224,626	91
Fort Wayne	224,235	92
Lakeland–Winter Haven	223,486	93
Austin	218,543	94
Harrisburg–Lebanon–Carlisle	217,718	95
Charleston, S.C.	214,421	96
Bakersfield	212,786	97
Madison	212,034	98
Augusta	205,515	99
Wichita	199,871	100
Total Top 100	**53,375,320**	
Sarasota	199,208	101
Joliet	197,619	102
Omaha	197,324	103
Toledo	197,196	104
Lansing–East Lansing	192,766	105
Modesto	188,306	106
Manchester–Nashua	186,070	107
Vallejo–Fairfield–Napa	185,862	108
Appleton–Oshkosh–Neenah	183,445	109
Daytona Beach	182,391	110
Gary–Hammond	180,859	111
Baton Rouge	179,194	112
New Bedford–Fall River–Attleboro	176,169	113
Stockton	174,130	114
Des Moines	172,605	115
Rockford	166,238	116
Johnson City–Kingsport–Bristol	166,134	117
El Paso	165,141	118
Colorado Springs	162,311	119
Melbourne–Titusville–Palm Bay	162,127	120
Youngstown–Warren	161,843	121
Fort Pierce	160,496	122
Chattanooga	159,400	123
Mobile	158,696	124
Evansville	156,080	125
Orange County, N.Y.	155,635	126
Saginaw–Bay City–Midland	152,518	127
St. Cloud	148,743	128
Reno	144,927	129
Jackson, Miss.	144,555	130
Tallahassee	142,944	131
Santa Barbara–Santa Maria–Lompoc	142,319	132
Ann Arbor	140,764	133
Canton	138,150	134
Portland, Me.	135,836	135
Peoria	134,966	136
Springfield, Mo.	134,675	137
York	134,675	137
Poughkeepsie	133,909	139
Green Bay	133,643	140
Spokane	131,272	141
Lexington-Fayette	129,779	142
Roanoke	127,391	143
Ocala	127,116	144
New London–Norwich	126,665	145
Macon–Warner Robins	123,313	146
Atlantic City	121,448	147
Boulder–Longmont	118,977	148
South Bend–Mishawaka	118,579	149
Fayetteville, N.C.	118,211	150
Total Top 150	**61,147,940**	
Pensacola	117,505	151
Salem, Ore.	115,779	152
Springfield, Ill.	115,526	153
Santa Cruz	115,268	154
Elkhart–Goshen	114,736	155
Davenport–Rock Island–Moline	114,672	156
Hickory–Morganton	114,166	157
Shreveport	112,464	158
Montgomery	109,863	159
Lincoln	107,996	160
Utica–Rome	107,465	161
Eugene–Springfield	106,051	162
Reading	105,043	163
Salinas–Seaside–Monterey	103,437	164
Anchorage	101,416	165
Visalia–Tulare–Porterville	100,268	166
Bremerton	99,796	167
Fort Collins–Loveland	99,646	168
Kalamazoo	99,235	169
Charleston, W.Va.	97,880	170
Huntington–Ashland	97,651	171
Duluth	97,522	172
Binghamton	95,498	173
Racine	95,040	174
Olympia	93,185	175
Beaumont–Port Arthur	93,102	176
Fort Smith	91,838	177
Huntsville	90,462	178
Vancouver	89,577	179
Lorain–Elyria	87,990	180
Cedar Rapids	87,655	181
Florence, S.C.	86,853	182
Columbus, Ga.	86,829	183
Columbia, Mo.	86,250	184
McAllen–Edinburg–Mission	86,111	185
Bangor	85,890	186
Redding	85,656	187
Topeka	85,461	188
Savannah	85,424	189
Gainesville	85,351	190
Fargo–Moorhead	84,777	191
Boise	83,676	192
Anderson, S.C.	81,909	193
Bradenton	81,905	194
Champaign–Urbana–Rantoul	81,799	195
Yakima	81,482	196
Asheville	81,117	197
Trenton	80,478	198
Burlington, Vt.	80,216	199
Hamilton–Middletown	78,939	200
Total Top 200	**65,915,795**	
Janesville–Beloit	78,717	201
Pittsfield	78,320	202
Chico	78,277	203
Bellingham	76,847	204
Naples	75,448	205
Eau Claire	74,464	206
Houma–Thibodaux	74,338	207
Fort Walton Beach	74,093	208
Killeen–Temple	73,294	209
Jersey City	72,854	210
Sioux City	72,054	211
Athens	71,774	212
Wausau	70,582	213
Medford	70,517	214
Corpus Christi	70,332	215
Benton Harbor	70,114	216
Tuscaloosa	69,154	217
Lubbock	68,784	218
Clarksville–Hopkinsville	67,941	219
Erie	67,848	220
Joplin	67,144	221
Charlottesville	66,709	222
Longview–Marshall	66,237	223
Provo–Orem	66,204	224
Dothan	66,061	225
Bloomington–Normal	65,213	226
Panama City	65,043	227
Anderson, Ind.	64,881	228
Decatur, Ill.	64,710	229
Santa Fe	63,696	230
Mansfield	63,548	231
Lima	62,703	232
Lynchburg	62,482	233
Amarillo	62,405	234
Rochester, Minn.	62,114	235
Terre Haute	62,094	236
Tyler	61,316	237
Jackson, Mich.	61,200	238
Sioux Falls	61,159	239
Waco	60,263	240
Florence, Ala.	59,962	241
Burlington, N.C.	59,849	242
Fayetteville–Springdale	59,485	243
Lafayette–West Lafayette	58,906	244
Lake Charles	58,330	245
Wilmington, N.C.	57,640	246
Johnstown	56,346	247
Richland–Kennewick–Pasco	56,176	248
Las Cruces	55,670	249
Glens Falls	54,678	250
Total Top 250	**69,223,771**	
Waterloo–Cedar Falls	54,556	251
Alexandria, La.	54,446	252
Parkersburg–Marietta	54,085	253
Biloxi–Gulfport	54,047	254
Yuma	53,847	255
Yuba City	53,367	256
Muskegon	53,285	257
Jackson, Tenn.	51,727	258
Brownsville–Harlingen	51,161	259
Billings	50,299	260
Sheboygan	50,285	261
Monroe	50,185	262
Rapid City	49,949	263
Sherman–Denison	49,404	264
Hagerstown	49,285	265
Wichita Falls	48,738	266
Jacksonville, N.C.	47,622	267
Albany, Ga.	47,498	268
Texarkana	47,300	269
Kokomo	47,231	270
Galveston–Texas City	46,723	271
Lewiston–Auburn	46,663	272
Altoona	45,953	273
State College	45,006	274
Wheeling	44,812	275
Pueblo	43,648	276
Bloomington, Ind.	43,150	277
Owensboro	42,709	278
Battle Creek	42,233	279
Lawton	41,592	280
Kankakee	41,504	281
Merced	40,894	282
Vineland–Millville–Bridgeton	40,397	283
Brazoria	40,302	284
Decatur, Ala.	39,904	285
Pascagoula	39,660	286
Lafayette, La.	39,415	287
Williamsport	39,367	288
Grand Forks	39,327	289
Jamestown–Dunkirk	39,067	290
Muncie	38,705	291
Niagara Falls	38,529	292
Danville, Va.	38,325	293
Anniston	37,681	294
La Crosse	37,534	295
Abilene	37,518	296
Greeley	37,192	297
Dubuque	36,246	298
Iowa City	35,518	299
Cumberland	34,616	300
Steubenville–Weirton	34,238	301
Beaver County, Pa.	32,677	302
Lawrence, Kans.	31,321	303
Great Falls	31,212	304
Laredo	30,672	305
Bryan–College Station	30,334	306
Pine Bluff	30,331	307
San Angelo	30,120	308
Kenosha	29,755	309
Gadsden	29,748	310
Bismarck	29,022	311
Cheyenne	26,747	312
Elmira	24,577	313
Sharon	24,133	314
St. Joseph	21,645	315
Casper	19,825	316
Odessa	18,414	317
Victoria	17,778	318
Midland, Tex.	15,422	319
Enid	12,124	320
Total Above Areas	**71,976,373**	
Percent of U.S.	**77.6193**	
U.S. Total	**92,730,015**	

Gasoline Service Station Sales

Area	($000)	Rank
Los Angeles–Long Beach	4,049,933	1
Chicago	2,997,459	2
Detroit	2,682,321	3
Washington	2,070,392	4
Philadelphia	1,964,126	5
New York	1,710,159	6
Boston–Lawrence–Salem–Lowell–Brockton	1,677,271	7
Minneapolis–St. Paul	1,656,307	8
Atlanta	1,631,167	9
St. Louis	1,591,140	10
Riverside–San Bernardino	1,487,348	11
Dallas	1,452,443	12
Houston	1,360,455	13
Nassau–Suffolk	1,331,198	14
Anaheim–Santa Ana	1,270,943	15
San Diego	1,270,915	16
Seattle	1,156,731	17
Baltimore	1,103,949	18
Cleveland	1,031,379	19
Oakland	990,252	20
Tampa–St. Petersburg–Clearwater	978,021	21
Milwaukee	964,072	22
Kansas City	936,887	23
Pittsburgh	933,110	24
Miami–Hialeah	894,277	25
Phoenix	888,839	26
Newark	876,244	27
Denver	865,803	28
Columbus, Ohio	853,283	29
Cincinnati	809,966	30
Sacramento	807,906	31
Fort Worth–Arlington	789,134	32
San Francisco	788,962	33
indianapolis	771,706	34
Norfolk–Virginia Beach–Newport News	704,603	35
San Jose	664,269	36
Portland, Ore.	656,963	37
San Antonio	641,949	38
Bergen–Passaic	640,926	39
New Orleans	618,904	40
Jacksonville, Fla.	605,943	41
Hartford–New Britain–Middletown–Bristol	599,417	42
Fort Lauderdale–Hollywood–Pompano Beach	598,672	43
Dayton–Springfield	592,627	44
Memphis	579,562	45
Nashville	577,829	46
Charlotte–Gastonia–Rock Hill	566,665	47
Gary–Hammond	560,612	48
Richmond–Petersburg	551,015	49
New Haven–Waterbury–Meriden	550,992	50
Total Top 50	**56,355,046**	
Orlando	539,279	51
Monmouth–Ocean	515,000	52
Louisville	513,276	53
Greensboro–Winston-Salem–High Point	512,643	54
Middlesex–Somerset–Hunterdon	509,475	55
Oklahoma City	493,170	56
Harrisburg–Lebanon–Carlisle	474,330	57
Honolulu	473,322	58
Salt Lake City–Ogden	471,931	59
West Palm Beach–Boca Raton–Delray Beach	464,766	60
Providence–Pawtucket–Woonsocket	457,516	61
Bridgeport–Stamford–Norwalk–Danbury	456,343	62
Buffalo	450,620	63
Knoxville	447,097	64
Scranton–Wilkes-Barre	440,367	65
Birmingham	437,949	66
Rochester, N.Y.	433,695	67
Toledo	424,308	68
Greenville–Spartanburg	406,349	69
Grand Rapids	401,048	70
Oxnard–Ventura	400,472	71
Albany–Schenectady–Troy	398,343	72
Akron	397,493	73
Austin	384,813	74
Wilmington, Del.	383,831	75
Omaha	356,749	76
Worcester–Fitchburg–Leominster	356,591	77
Bakersfield	353,459	78
Flint	346,969	79
El Paso	336,352	80
Allentown–Bethlehem–Easton	334,880	81
Los Vegas	331,018	82
Youngstown–Warren	323,008	83
Syracuse	318,077	84
Springfield, Mass.	316,013	85
Tucson	314,625	86
Lake County, Ill.	309,943	87
Fresno	306,229	88
Raleigh–Durham	295,173	89
Tacoma	293,900	90
Baton Rouge	290,550	91
Davenport–Rock Island–Moline	285,715	92
Charleston, S.C.	285,347	93
Mobile	275,316	94
Madison	274,626	95
New Bedford–Fall River–Attleboro	272,508	96
Joliet	270,558	97
Stockton	269,026	98
Little Rock–North Little Rock	268,940	99
Tulsa	267,544	100
Total Top 100	**75,295,598**	
Chattanooga	265,418	101
Des Moines	264,847	102
Melbourne–Titusville–Palm Bay	263,337	103
Vallejo–Fairfield–Napa	256,523	104
Wichita	254,750	105
Columbia, S.C.	253,954	106
Saginaw–Bay City–Midland	253,470	107
Lansing–East Lansing	251,240	108
Santa Barbara–Santa Maria–Lompoc	250,053	109
Lexington-Fayette	245,041	110
Lakeland–Winter Haven	234,913	111
Shreveport	223,972	112
Canton	218,064	113
Pensacola	215,226	114
Rockford	211,414	115
Beaumont–Port Arthur	206,897	116
Peoria	206,592	117
Santa Rosa–Petaluma	205,963	118
Fort Wayne	205,861	119
Jersey City	204,097	120
Colorado Springs	200,580	121
Albuquerque	200,015	122
Salinas–Seaside–Monterey	198,133	123
Jackson, Miss.	194,192	124
Roanoke	193,500	125
Fort Myers–Cape Coral	190,139	126
Augusta	188,938	127
Montgomery	185,197	128
Spokane	184,890	129
Appleton–Oshkosh–Neenah	184,533	130
Portsmouth–Dover–Rochester	184,217	131
Daytona Beach	183,555	132
Amarillo	181,902	133
Johnson City–Kingsport–Bristol	179,732	134
Benton Harbor	179,239	135
Aurora–Elgin	178,244	136
Manchester–Nashua	172,813	137
Duluth	170,322	138
Sarasota	170,140	139
Trenton	164,794	140
Atlantic City	163,910	141
Evansville	160,323	142
Ann Arbor	157,812	143
Macon–Warner Robins	154,706	144
Savannah	154,664	145
Huntington–Ashland	153,289	146
Lubbock	152,796	147
Lorain–Elyria	152,762	148
Columbus, Ga.	150,685	149
Johnstown	149,212	150
Total Top 150	**85,222,464**	
Modesto	149,145	151
Salem, Ore.	146,032	152
Reading	145,411	153
Corpus Christi	144,255	154
Reno	142,241	155
Hickory–Morganton	142,049	156
Ocala	140,850	157
Hamilton–Middletown	140,620	158
Tallahassee	134,061	159
Lancaster	132,774	160
Green Bay	132,408	161
Waco	131,761	162
Eugene–Springfield	130,928	163
Springfield, Ill.	129,925	164
Joplin	128,995	165
Cedar Rapids	128,694	166
Fayetteville, N.C.	127,703	167
York	127,605	168
Erie	127,307	169
Athens	126,829	170
Springfield, Mo.	126,739	171
Anchorage	126,603	172
Provo–Orem	125,465	173
Orange County, N.Y.	125,093	174
Lafayette, La.	124,618	175
Poughkeepsie	124,348	176
Longview–Marshall	124,115	177
Bloomington–Normal	123,933	178
Binghamton	122,933	179
Lincoln	121,758	180
Eau Claire	121,246	181
Lima	121,010	182
Niagara Falls	120,896	183
Racine	120,683	184
Boulder–Longmont	119,452	185
Visalia–Tulare–Porterville	117,878	186
Merced	116,793	187
Kalamazoo	116,720	188
Bradenton	116,648	189
Portland, Me.	115,151	190
Bangor	114,512	191
Battle Creek	114,481	192
Fargo–Moorhead	114,375	193
New London–Norwich	113,778	194
Bellingham	113,666	195
Utica–Rome	111,842	196
Mansfield	110,890	197
Fort Collins–Loveland	110,139	198
Topeka	109,692	199
Fort Pierce	109,419	200
Total Top 200	**91,486,933**	
Janesville–Beloit	109,209	201
Boise	107,492	202
Terre Haute	105,344	203
Killeen–Temple	105,058	204
Lynchburg	103,719	205
Charleston, W.Va.	103,162	206
Wheeling	102,933	207
Redding	102,044	208
Huntsville	100,503	209
Sioux Falls	100,097	210
Olympia	99,808	211
St. Cloud	99,799	212
South Bend–Mishawaka	98,374	213
Burlington, N.C.	98,330	214
McAllen–Edinburg–Mission	98,308	215
Gainesville	96,977	216
Champaign–Urbana–Rantoul	96,909	217
Santa Cruz	96,849	218
Yakima	96,807	219
Texarkana	96,241	220
Fort Walton Beach	94,217	221
Tuscaloosa	92,159	222
Biloxi–Gulfport	91,962	223
Medford	91,763	224
Parkersburg–Marietta	89,288	225
Fort Smith	88,933	226
Elkhart–Goshen	87,301	227
Sioux City	86,529	228
Kenosha	86,403	229
Anderson, S.C.	85,760	230
Vancouver	85,523	231
Abilene	84,840	232
Asheville	84,794	233
Wichita Falls	84,693	234
Burlington, Vt.	84,498	235
Brownsville–Harlingen	83,386	236
St. Joseph	83,276	237
Bremerton	79,835	238
Waterloo–Cedar Falls	79,126	239
Florence, S.C.	77,761	240
Rochester, Minn.	77,418	241
Alexandria, La.	76,204	242
Anniston	74,785	243
Lafayette–West Lafayette	74,584	244
Clarksville–Hopkinsville	73,501	245
Jackson, Mich.	73,264	246
Lake Charles	72,797	247
Steubenville–Weirton	72,250	248
Richland–Kennewick–Pasco	71,612	249
Pittsfield	71,481	250
Total Top 250	**95,964,839**	
Wausau	71,479	251
Tyler	70,785	252
Sheboygan	70,336	253
La Crosse	70,125	254
State College	69,313	255
Glens Falls	68,783	256
Rapid City	68,758	257
Bismarck	68,418	258
Galveston–Texas City	68,326	259
Danville, Va.	68,247	260
Naples	68,130	261
Chico	67,439	262
Wilmington, N.C.	65,156	263
Grand Forks	64,252	264
Houma–Thibodaux	64,089	265
Muncie	63,995	266
Billings	62,701	267
Decatur, Ill.	62,445	268
Sherman–Denison	62,440	269
Columbia, Mo.	61,857	270
Anderson, Ind.	61,050	271
Midland, Tex.	60,341	272
Hagerstown	59,980	273
Beaver County, Pa.	59,807	274
San Angelo	59,643	275
Jackson, Tenn.	58,542	276
Cheyenne	58,454	277
Muskegon	58,159	278
Kankakee	58,047	279
Cumberland	57,607	280
Yuma	57,445	281
Jamestown–Dunkirk	56,323	282
Altoona	55,451	283
Brazoria	54,877	284
Sharon	54,007	285
Charlottesville	53,855	286
Pascagoula	53,267	287
Jacksonville, N.C.	52,847	288
Greeley	52,224	289
Yuba City	52,178	290
Panama City	49,416	291
Kokomo	49,204	292
Fayetteville–Springdale	49,094	293
Lawton	48,691	294
Laredo	48,481	295
Lewiston–Auburn	48,392	296
Elmira	48,067	297
Odessa	47,784	298
Vineland–Millville–Bridgeton	47,736	299
Gadsden	46,923	300
Santa Fe	45,508	301
Dothan	45,220	302
Bryan–College Station	44,577	303
Pueblo	44,091	304
Williamsport	42,676	305
Monroe	41,698	306
Albany, Ga.	41,538	307
Casper	41,337	308
Bloomington, Ind.	41,256	309
Las Cruces	40,985	310
Great Falls	40,004	311
Florence, Ala.	38,857	312
Pine Bluff	38,527	313
Iowa City	37,917	314
Victoria	36,828	315
Dubuque	36,366	316
Owensboro	35,624	317
Decatur, Ala.	34,858	318
Lawrence, Kans.	34,493	319
Enid	26,820	320
Total Above Areas	**99,708,985**	
Percent of U.S.	**75.8930**	
U.S. Total	**131,381,005**	

SECTION C

METRO, COUNTY & CITY DATA BY STATE

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METRO & COUNTY TOTALS

Alabama

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ANNISTON	**116.2**	**.0464**	**32.8**	**12.6**	**15.6**	**20.3**	**26.2**	**43.0**	**751,821**	**99,091**	**72,927**	**107,026**	**26,134**	**210,127**	**28,893**
Calhoun	116.2	.0464	32.8	12.6	15.6	20.3	26.2	43.0	751,821	99,091	72,927	107,026	26,134	210,127	28,893
* Anniston	26.7	.0106	35.5	8.6	14.8	19.0	31.7	10.8	473,135	57,157	35,017	58,754	17,671	190,786	16,083
SUBURBAN TOTAL	89.5	.0358	32.0	13.8	15.9	20.8	24.5	32.2	278,686	41,934	37,910	48,272	8,463	19,341	12,810
BIRMINGHAM	**911.0**	**.3632**	**33.8**	**9.7**	**16.6**	**21.3**	**26.8**	**346.6**	**6,764,710**	**1,123,429**	**586,523**	**868,491**	**257,415**	**1,882,497**	**265,347**
Blount	39.4	.0157	34.6	9.8	15.0	21.4	28.0	14.7	141,633	30,473	6,746	9,799	2,001	45,463	5,454
Jefferson	651.4	.2597	34.2	9.7	16.6	20.9	27.7	251.4	5,587,052	875,916	510,042	778,388	223,354	1,565,911	216,342
* Bessemer	33.5	.0134	34.1	9.7	14.5	17.4	31.3	12.6	348,078	73,659	18,818	46,611	10,701	123,457	10,834
* Birmingham	265.9	.1060	32.9	10.6	17.6	18.9	27.5	105.4	2,595,812	337,591	258,859	309,324	122,486	861,104	76,564
St. Clair	50.8	.0203	33.5	9.5	16.0	21.9	25.8	18.0	181,669	34,086	13,939	4,250	1,737	73,708	7,727
Shelby	101.7	.0405	31.4	10.1	19.2	24.1	19.0	36.9	386,065	83,536	29,898	35,762	12,532	68,277	14,044
Walker	67.7	.0270	35.2	9.6	14.7	20.8	29.4	25.6	468,291	99,418	25,898	40,292	17,791	129,138	21,780
SUBURBAN TOTAL	611.6	.2438	34.3	9.4	16.3	22.6	26.2	228.6	3,820,820	712,179	308,846	512,556	124,228	897,936	177,949
DECATUR	**101.1**	**.0403**	**33.7**	**9.2**	**16.8**	**21.9**	**26.0**	**38.2**	**757,069**	**113,096**	**62,093**	**87,910**	**42,983**	**246,068**	**23,014**
Morgan	101.1	.0403	33.7	9.2	16.8	21.9	26.0	38.2	757,069	113,096	62,093	87,910	42,983	246,068	23,014
* Decatur	49.3	.0197	33.6	9.1	17.2	21.4	26.2	19.3	607,176	78,322	51,380	83,293	31,154	208,373	13,168
SUBURBAN TOTAL	51.8	.0206	33.8	9.4	16.2	22.4	25.7	18.9	149,893	34,774	10,713	4,617	11,829	37,695	9,846
DOTHAN	**131.9**	**.0526**	**31.6**	**10.7**	**17.1**	**20.2**	**24.1**	**48.8**	**1,045,272**	**177,969**	**99,364**	**156,200**	**60,784**	**273,040**	**25,461**
Dale	49.9	.0199	29.5	13.0	19.3	18.5	20.9	17.7	180,108	43,777	33,019	17,418	2,762	35,044	6,609
Houston	82.0	.0327	33.2	9.3	15.9	21.1	25.9	31.1	865,164	134,192	66,345	138,782	58,022	237,996	18,852
* Dothan	54.0	.0215	33.4	9.1	15.8	21.4	26.0	20.8	725,811	118,026	55,651	70,271	52,836	234,846	15,398
SUBURBAN TOTAL	77.9	.0311	30.6	11.8	18.1	19.3	22.6	28.0	319,461	59,943	43,713	85,929	7,948	38,194	10,063
FLORENCE	**131.1**	**.0523**	**35.3**	**10.4**	**14.9**	**20.6**	**29.8**	**50.9**	**898,520**	**185,789**	**71,592**	**153,527**	**36,773**	**213,672**	**24,040**
Colbert	51.5	.0205	35.9	9.4	14.9	20.7	30.5	20.0	345,507	86,505	33,020	43,030	8,578	81,105	7,190
Lauderdale	79.6	.0318	34.9	11.1	15.0	20.5	29.2	30.9	553,013	99,284	38,572	110,497	28,195	132,567	16,850
* Florence	36.4	.0145	34.7	13.1	14.4	18.7	30.9	14.9	465,156	70,201	35,136	104,971	22,977	114,067	13,231
SUBURBAN TOTAL	94.7	.0378	35.5	9.4	15.1	21.3	29.4	36.0	433,364	115,588	36,456	48,556	13,796	99,605	10,809
GADSDEN	**99.7**	**.0397**	**36.1**	**9.5**	**14.1**	**20.5**	**31.2**	**38.6**	**652,827**	**132,098**	**51,400**	**88,599**	**37,561**	**156,974**	**26,345**
Etowah	99.7	.0397	36.1	9.5	14.1	20.5	31.2	38.6	652,827	132,098	51,400	88,599	37,561	156,974	26,345
* Gadsden	42.5	.0169	37.7	9.7	13.6	17.5	35.9	17.5	507,396	96,420	37,107	67,168	35,785	143,598	18,415
SUBURBAN TOTAL	57.2	.0228	35.2	9.3	14.4	22.7	27.7	21.1	145,431	35,678	14,293	21,431	1,776	13,376	7,930
HUNTSVILLE	**242.7**	**.0968**	**32.0**	**11.4**	**19.7**	**21.1**	**23.1**	**92.7**	**1,935,343**	**324,629**	**188,452**	**301,400**	**116,289**	**471,070**	**42,556**
Madison	242.7	.0968	32.0	11.4	19.7	21.1	23.1	92.7	1,935,343	324,629	188,452	301,400	116,289	471,070	42,556
* Huntsville	162.3	.0647	32.9	12.1	18.4	20.8	25.3	64.0	1,769,326	265,205	162,332	300,729	101,942	455,135	39,511
SUBURBAN TOTAL	80.4	.0321	30.6	9.8	22.3	21.5	18.8	28.7	166,017	59,424	26,120	671	14,347	15,935	3,045
MOBILE	**479.4**	**.1911**	**32.6**	**9.8**	**15.8**	**20.4**	**25.8**	**174.9**	**3,290,987**	**634,204**	**300,902**	**417,590**	**138,928**	**755,313**	**164,163**
Baldwin	99.7	.0397	35.7	8.3	14.5	20.7	30.4	37.6	622,225	135,863	65,240	73,277	18,364	117,714	32,739
Mobile	379.7	.1514	31.8	10.2	16.2	20.3	24.6	137.3	2,668,762	498,341	235,662	344,313	120,564	637,599	131,424
* Mobile	196.8	.0785	32.5	10.9	16.3	19.4	26.6	75.6	2,123,474	322,379	194,379	307,581	105,095	569,915	92,764
SUBURBAN TOTAL	282.6	.1126	32.6	9.0	15.4	21.1	25.3	99.3	1,167,513	311,825	106,523	110,009	33,833	185,398	71,399
MONTGOMERY	**294.6**	**.1175**	**31.9**	**10.8**	**16.7**	**20.7**	**24.1**	**106.3**	**2,180,197**	**320,271**	**200,670**	**313,841**	**100,591**	**591,390**	**69,030**
Autauga	34.5	.0138	31.7	9.5	16.1	21.1	23.6	11.9	213,465	44,863	16,570	30,809	6,221	63,247	7,506
Elmore	49.9	.0199	33.0	10.4	16.8	21.3	25.2	16.8	179,075	58,288	12,036	8,147	5,935	40,909	11,895
Montgomery	210.2	.0838	31.7	11.1	16.9	20.5	23.9	77.6	1,787,657	217,120	172,064	274,885	88,435	487,234	49,629
* Montgomery	188.1	.0750	31.5	11.0	17.1	20.3	23.8	70.3	1,741,123	210,558	167,564	266,938	85,570	481,925	47,880
SUBURBAN TOTAL	106.5	.0425	32.7	10.3	16.3	21.4	24.8	36.0	439,074	109,713	33,106	46,903	15,021	109,465	21,150

Notes on Metro and County Data:

Sales & Marketing Management's *Survey of Buying Power* includes population, retail sales, and income data for all 320 Metropolitan Markets and 3,139 Counties in the U.S. In addition, data for individual cities are included if they meet one or more of the following criteria:

1. A city with a population of 40,000 or more as of the 1990 Census of Population.
2. A Central City of a designated Metropolitan Market.
3. An Independent City (which is not a part of the surrounding County).

The following symbols are used in Section C:

☐ This indicates that a County is part of a Metro Market in another state.

* This designates the Central City of a Metro Market.

Boldface type is used for Metro Market and State data.

Medium face type indicates County and Suburban data.

Lightface type is used for City data.

Italics indicate Metro Counties and Cities located in another state.

The "Total Metro Counties" line that appears at the end of each state listing pertains only to Metropolitan Counties within that state.

A blank space under any of the "Retail Sales by Store Group" columns indicates no sales in that category.

For more complete definitions of any of the data columns and/or terms in this issue, see the "Definition of Terms" in Section A.

ALA. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
TUSCALOOSA	**151.6**	**.0604**	**30.7**	**17.2**	**15.7**	**19.4**	**23.8**	**55.8**	**1,062,508**	**174,683**	**94,197**	**150,730**	**50,777**	**245,054**	**47,278**
Tuscaloosa	151.6	.0604	30.7	17.2	15.7	19.4	23.8	55.8	1,062,508	174,683	94,197	150,730	50,777	245,054	47,278
• Tuscaloosa	78.3	.0312	28.6	23.8	15.3	17.0	23.2	29.7	859,899	121,898	76,869	146,660	42,749	210,779	34,832
SUBURBAN TOTAL	73.3	.0292	32.8	10.0	16.0	22.0	24.5	26.1	202,609	52,785	17,328	4,070	8,028	34,2[illegible]	12,446
OTHER COUNTIES															
Barbour	25.5	.0102	32.9	9.1	14.2	19.4	27.7	9.2	122,804	40,922	10,515	8,363	2,448	34,023	7,098
Bibb	16.7	.0066	32.0	10.5	14.6	20.2	25.5	5.8	55,549	15,859	3,039	6,730	1,219	11,195	1,342
Bullock	11.2	.0045	31.8	9.0	15.0	18.0	27.2	3.8	34,960	9,439	2,957	3,009	1,087	1,723	2,708
Butler	21.9	.0087	33.5	8.3	13.4	18.0	30.0	7.9	96,147	26,197	8,630	5,727	2,573	18,260	6,324
Chambers	36.8	.0146	35.0	9.8	13.9	19.1	30.9	13.8	150,682	39,635	9,502	6,170	11,370	34,301	6,335
Cherokee	19.7	.0079	36.4	9.5	14.2	20.9	31.2	7.5	64,908	11,016	4,053	7,780	1,525	16,556	5,712
Chilton	32.6	.0130	34.1	9.4	14.9	20.3	28.4	12.2	157,778	42,813	8,578	19,041	6,580	46,440	4,535
Choctaw	16.0	.0064	33.0	9.3	14.0	19.4	27.7	5.7	61,795	21,234	3,308	3,866	1,515	4,443	3,649
Clarke	27.2	.0108	31.8	10.1	14.4	18.8	26.5	9.5	143,816	42,712	7,544	6,940	6,502	30,176	10,962
Clay	13.2	.0053	35.9	9.7	14.0	19.2	32.0	5.0	48,828	15,283	1,762	1,285	265	14,585	2,212
Cleburne	12.8	.0051	34.2	10.0	15.0	20.8	28.0	4.8	47,122	6,392	904	2,760	21	23,169	1,715
Coffee	40.3	.0161	34.2	9.7	15.7	21.1	27.7	15.3	284,146	61,075	17,191	28,365	18,800	91,226	9,288
Conecuh	13.9	.0055	34.6	8.6	13.9	18.2	31.3	5.2	41,224	13,155	3,836	1,971	906	5,207	2,904
Coosa	11.0	.0044	34.1	10.1	15.1	18.7	29.9	4.0	12,503	4,790	326	370	1,346	621	1,279
Covington	36.5	.0146	36.3	8.8	14.0	18.9	32.8	14.5	223,887	66,552	13,254	6,339	14,023	36,862	15,870
Crenshaw	13.6	.0054	36.0	8.6	13.2	18.8	32.5	5.2	40,752	13,851	2,730	1,099	1,054	8,596	2,216
Cullman	68.0	.0271	34.9	9.7	15.0	20.4	29.5	25.8	427,626	79,664	32,020	48,557	14,156	105,133	12,905
Dallas	47.6	.0190	31.1	9.8	14.1	17.8	26.7	16.8	265,543	65,850	13,724	38,946	8,220	60,836	12,801
De Kalb	54.8	.0218	35.1	9.4	14.8	20.7	29.4	21.0	281,361	47,578	19,205	30,756	12,337	75,887	12,259
Escambia	35.3	.0141	33.9	9.6	15.2	20.0	28.4	12.8	196,212	32,247	12,675	16,659	4,681	46,177	12,696
Fayette	17.8	.0071	35.8	9.3	13.7	20.2	31.0	6.8	75,924	22,508	4,175	7,060	3,512	15,832	4,946
Franklin	27.7	.0111	36.0	9.4	14.3	20.0	31.3	10.8	171,755	34,662	8,749	16,381	9,475	59,758	4,700
Geneva	23.6	.0094	36.6	9.3	13.5	19.5	32.6	9.2	81,717	24,154	1,405	7,513	1,709	22,740	5,274

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POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Greene	10.1	.0040	31.2	8.6	13.3	16.4	28.6	3.5
Hale	15.6	.0062	31.8	8.7	14.1	17.0	28.5	5.4
Henry	15.4	.0062	35.6	9.2	13.2	20.0	30.8	5.8
Jackson	47.7	.0190	34.8	9.5	14.8	21.8	27.9	18.0
Lamar	15.6	.0062	35.6	9.4	14.2	19.7	31.1	6.0
Lawrence	31.6	.0126	32.3	10.8	15.9	20.1	25.6	11.4
Lee	87.6	.0349	26.4	25.6	15.3	17.6	19.2	33.3
Limestone	54.9	.0219	32.9	10.5	18.0	21.0	25.2	20.0
Lowndes	12.6	.0050	28.4	10.2	14.1	16.3	24.3	4.0
Macon	24.9	.0099	29.1	17.8	12.5	16.4	26.2	8.5
Marengo	23.0	.0092	32.6	9.2	13.7	18.5	28.2	8.1
Marion	29.8	.0118	35.9	10.0	14.1	20.5	30.7	11.5
Marshall	71.4	.0285	35.4	9.3	15.2	21.0	29.7	28.0
Monroe	24.1	.0096	31.4	9.7	14.6	18.9	25.9	8.5
Perry	12.6	.0051	30.2	12.1	11.9	15.4	28.9	4.1
Pickens	20.6	.0082	34.4	8.8	13.3	17.3	31.9	7.5
Pike	27.4	.0110	30.1	18.0	13.2	17.1	26.5	10.3
Randolph	19.9	.0079	35.0	9.5	14.3	18.5	31.5	7.6
☐ Russell	47.0	.0187	33.1	10.4	15.6	19.7	27.5	17.6
Sumter	16.0	.0064	28.8	13.6	14.0	15.3	26.1	5.5
Talladega	74.1	.0296	33.1	10.3	14.6	20.3	26.9	26.4
Tallapoosa	38.9	.0155	35.7	9.5	13.8	19.8	31.1	14.7
Washington	16.7	.0067	31.5	9.7	15.0	19.5	25.2	5.7
Wilcox	13.4	.0053	30.4	9.0	12.8	15.9	28.1	4.4
Winston	22.0	.0088	35.6	9.7	14.7	21.3	29.6	8.5
TOTAL METRO COUNTIES	**2,706.3**	**1.0790**	**33.0**	**10.6**	**16.5**	**20.8**	**25.9**	**1,013.4**
TOTAL STATE	**4,086.1**	**1.6172**	**33.1**	**10.7**	**16.0**	**20.3**	**26.6**	**1,512.7**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Greene	24,554	6,627	1,992	2,351	1,049	5,973	1,014
Hale	49,424	18,979	868	1,362	2,862	15,112	2,755
Henry	52,397	19,408	3,492	1,527	1,902	9,638	1,468
Jackson	248,386	51,987	17,987	28,999	7,632	72,115	7,634
Lamar	48,746	14,193	2,247	2,200	2,561	11,293	3,981
Lawrence	85,291	27,047	4,427	14,575	1,371	15,675	5,266
Lee	393,878	114,729	50,023	94,286	23,709	181,168	8,667
Limestone	264,248	68,019	20,340	30,933	9,062	56,738	11,852
Lowndes	30,308	12,802	204	784	397	4,717	301
Macon	88,525	17,154	9,635	11,405	366	22,182	3,408
Marengo	104,802	37,630	6,590	13,854	3,468	15,305	4,713
Marion	123,333	32,068	7,531	16,072	5,465	23,702	5,372
Marshall	742,415	125,116	39,467	56,968	28,222	288,600	21,366
Monroe	146,489	25,831	7,406	4,619	1,448	30,880	7,979
Perry	34,172	11,349	3,292	1,723	999	6,671	2,911
Pickens	72,045	23,139	3,981	4,838	3,205	17,596	4,182
Pike	159,462	43,679	15,539	16,444	2,641	32,553	6,212
Randolph	83,235	21,642	4,729	11,243	2,572	11,097	3,241
☐ Russell	167,863	50,602	21,252	19,217	4,153	22,118	12,385
Sumter	49,161	14,098	4,077	8,263	609	3,052	1,210
Talladega	402,838	93,505	26,852	43,324	13,028	106,957	18,378
Tallapoosa	201,029	53,042	11,889	23,964	10,214	45,095	9,050
Washington	55,990	11,529	4,049	2,908	222	15,051	2,134
Wilcox	38,386	17,070	2,042	4,881	524	3,641	1,560
Winston	79,935	29,204	4,867	10,874	3,936	4,374	3,755
TOTAL METRO COUNTIES	**19,507,117**	**3,335,861**	**1,749,372**	**2,664,531**	**872,388**	**5,067,323**	**728,512**
TOTAL STATE	**26,373,305**	**4,963,296**	**2,192,980**	**3,348,645**	**1,125,256**	**6,830,256**	**1,016,651**

HUNTSVILLE

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The Greater Huntsville Market (Madison, Limestone and Marshall Counties) ranks third in Alabama with a total population of 369,000, total EBI of $5,072,838,000

SOURCE: S&MM - August 1991

HUNTSVILLE TIMES AND NEWS

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METRO & COUNTY TOTALS

ALA. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ANNISTON	**1,220,726**	**20,765**	**25.0**	**27.4**	**14.7**	**9.6**	**.0391**
Calhoun	1,220,726	20,765	25.0	27.4	14.7	9.6	.0391
• Anniston	280,703	17,482	25.9	22.6	11.4	10.9	.0140
SUBURBAN TOTAL	940,023	21,787	24.6	29.2	15.8	9.1	.0251
BIRMINGHAM	**11,120,764**	**24,052**	**21.5**	**25.1**	**16.2**	**16.2**	**.3439**
Blount	316,579	16,679	28.7	26.0	10.6	4.6	.0100
Jefferson	8,358,304	24,759	20.9	24.6	16.3	17.7	.2640
• Bessemer	319,196	17,866	21.3	22.3	13.3	10.7	.0130
• Birmingham	2,877,842	19,252	24.7	23.4	13.1	12.0	.1054
St. Clair	466,649	20,573	25.9	29.6	14.0	7.7	.0139
Shelby	1,296,902	28,720	18.7	24.8	20.8	18.7	.0330
Walker	682,330	20,353	24.3	26.2	14.8	9.8	.0230
SUBURBAN TOTAL	7,923,726	26,749	20.1	25.9	17.9	18.4	.2255
DECATUR	**1,095,308**	**22,772**	**22.8**	**27.7**	**16.7**	**11.3**	**.0363**
Morgan	1,095,308	22,772	22.8	27.7	16.7	11.3	.0363
• Decatur	592,124	24,971	20.4	26.0	18.6	14.1	.0225
SUBURBAN TOTAL	503,184	21,098	25.0	29.6	14.7	8.4	.0138
DOTHAN	**1,395,972**	**20,829**	**25.5**	**27.9**	**13.8**	**10.3**	**.0478**
Dale	516,982	20,413	27.2	28.3	13.5	9.2	.0143
Houston	878,990	21,095	24.5	27.7	14.0	10.9	.0335
• Dothan	629,658	22,322	23.8	27.8	14.8	12.7	.0254
SUBURBAN TOTAL	766,314	19,852	26.8	28.0	13.1	8.5	.0224
FLORENCE	**1,470,726**	**22,349**	**23.3**	**26.5**	**16.1**	**12.2**	**.0464**
Colbert	542,648	21,437	24.1	27.6	15.6	9.9	.0176
Lauderdale	928,078	23,042	22.9	25.4	16.5	13.8	.0288
• Florence	452,424	22,504	22.4	24.2	15.8	14.8	.0171
SUBURBAN TOTAL	1,018,302	22,287	23.7	27.2	16.3	11.2	.0293
GADSDEN	**974,058**	**18,290**	**25.9**	**24.6**	**13.5**	**8.0**	**.0326**
Etowah	974,058	18,290	25.9	24.6	13.5	8.0	.0326
• Gadsden	426,248	15,908	26.3	21.0	11.7	8.7	.0179
SUBURBAN TOTAL	547,810	20,121	25.4	27.7	15.1	7.5	.0147
HUNTSVILLE	**3,759,177**	**30,483**	**18.0**	**24.4**	**16.8**	**26.7**	**.1052**
Madison	3,759,177	30,483	18.0	24.4	16.8	26.7	.1052
• Huntsville	2,692,224	32,070	17.1	23.6	16.6	29.3	.0808
SUBURBAN TOTAL	1,066,953	27,525	19.9	26.5	17.1	21.0	.0244
MOBILE	**5,555,815**	**24,001**	**21.7**	**25.2**	**16.5**	**15.8**	**.1722**
Baldwin	1,170,484	23,745	23.2	26.1	16.5	14.9	.0350
Mobile	4,385,331	24,079	21.2	24.9	16.6	16.1	.1372
• Mobile	2,469,323	23,750	21.7	24.6	15.4	17.0	.0862
SUBURBAN TOTAL	3,086,492	24,194	21.7	25.5	17.4	15.0	.0860
MONTGOMERY	**3,465,673**	**24,176**	**21.2**	**25.6**	**16.6**	**16.2**	**.1093**
Autauga	389,054	27,047	17.7	27.0	19.5	16.5	.0119
Elmore	497,795	22,761	21.7	26.7	17.7	11.7	.0140
Montgomery	2,578,824	24,033	21.6	25.1	16.0	17.1	.0834
• Montgomery	2,323,345	24,095	21.6	25.4	16.1	16.9	.0771
SUBURBAN TOTAL	1,142,328	24,339	20.3	25.9	17.7	14.8	.0322
TUSCALOOSA	**1,578,330**	**20,449**	**22.8**	**24.4**	**14.6**	**11.9**	**.0522**
Tuscaloosa	1,578,330	20,449	22.8	24.4	14.6	11.9	.0522
• Tuscaloosa	813,750	17,838	23.3	22.1	12.2	11.6	.0321
SUBURBAN TOTAL	764,580	23,373	22.2	27.1	17.3	12.2	.0201

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
OTHER COUNTIES							
Barbour	214,889	16,021	25.3	21.9	10.4	8.5	.0071
Bibb	136,206	17,900	25.5	27.3	11.6	6.3	.0042
Bullock	86,578	14,933	28.0	18.8	9.5	8.6	.0028
Butler	189,791	16,925	27.2	24.8	10.1	7.7	.0060
Chambers	395,025	21,825	24.0	25.4	15.8	12.4	.0111
Cherokee	189,986	18,411	27.3	26.9	13.4	6.3	.0054
Chilton	320,743	19,822	24.8	27.2	13.1	9.3	.0098
Choctaw	159,402	18,221	21.6	19.8	12.9	14.0	.0046
Clarke	255,327	19,000	21.6	22.6	14.1	11.3	.0083
Clay	113,770	16,647	27.0	26.9	10.3	5.1	.0034
Cleburne	128,675	21,569	23.6	28.0	16.6	9.0	.0035
Coffee	402,609	20,849	23.2	29.1	14.1	8.6	.0139
Conecuh	112,412	14,067	23.4	22.9	8.8	5.8	.0034
Coosa	108,6[illegible]0	19,544	24.8	27.9	13.5	7.7	.0025
Covington	348,851	17,528	26.0	25.3	11.7	7.3	.0117
Crenshaw	93,627	12,129	28.2	19.0	6.8	3.6	.0030
Cullman	656,084	18,441	26.6	26.3	11.6	8.5	.0220
Dallas	358,534	14,536	26.9	20.7	9.9	6.0	.0133
De Kalb	500,569	17,185	25.7	25.6	12.3	6.2	.0163
Escambia	323,009	17,693	25.3	25.6	11.9	8.1	.0107
Fayette	189,391	20,844	22.2	26.3	14.8	10.6	.0055
Franklin	283,708	19,416	23.8	25.2	13.4	10.3	.0091
Geneva	234,872	16,909	24.2	25.6	11.5	6.6	.0066
Greene	76,719	13,358	25.4	16.8	9.5	8.2	.0023
Hale	113,277	13,023	24.0	19.1	8.7	6.9	.0036
Henry	150,849	19,359	26.2	25.8	13.7	9.3	.0043
Jackson	441,382	19,444	25.3	28.0	13.8	6.9	.0143
Lamar	157,738	20,500	24.2	26.5	16.5	8.2	.0043
Lawrence	312,480	21,000	21.7	23.4	16.7	11.7	.0084
Lee	947,252	19,312	22.2	21.5	14.3	12.9	.0304
Limestone	650,350	25,030	20.4	25.4	17.5	16.7	.0181
Lowndes	95,264	15,376	26.5	19.4	10.9	8.7	.0029
Macon	182,465	13,230	26.2	18.0	9.0	7.4	.0060
Marengo	185,797	15,105	22.0	18.5	13.5	8.4	.0062
Marion	304,104	20,474	24.2	29.2	13.1	8.8	.0088
Marshall	663,011	17,709	26.8	26.0	11.2	7.6	.0275
Monroe	237,533	19,685	22.9	23.4	13.6	12.5	.0077
Perry	82,681	12,789	25.9	18.6	8.6	6.1	.0027
Pickens	161,759	15,311	27.7	23.0	11.1	4.3	.0051
Pike	241,795	15,823	25.6	22.4	11.1	7.5	.0083
Randolph	182,769	18,318	25.6	25.5	13.0	7.7	.0056
☐ Russell	446,755	18,780	23.9	24.8	13.4	9.4	.0128
Sumter	127,714	14,370	23.6	19.4	10.0	9.0	.0040
Talladega	768,434	21,852	23.3	25.1	15.8	12.8	.0235
Tallapoosa	393,140	20,041	25.9	26.8	14.8	8.5	.0121
Washington	172,145	24,247	19.6	22.4	19.9	14.4	.0046
Wilcox	93,904	13,634	24.6	17.6	9.4	8.0	.0032
Winston	197,408	16,976	29.6	24.7	10.9	6.6	.0058
TOTAL METRO COUNTIES	**32,083,304**	**23,588**	**21.9**	**25.5**	**16.0**	**15.5**	**.9978**
TOTAL STATE	**44,825,982**	**21,714**	**22.8**	**25.1**	**15.0**	**13.4**	**1.4017**

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Alaska

POPULATION

S&MM ESTIMATES. 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ANCHORAGE	**226.8**	**.0904**	**29.7**	**10.5**	**21.2**	**25.6**	**13.0**	**82.9**
Anchorage	226.8	.0904	29.7	10.5	21.2	25.6	13.0	82.9
• Anchorage	226.8	.0904	29.7	10.5	21.2	25.6	13.0	82.9
OTHER COUNTIES								
Aleutians East	2.5	.0010	29.4	16.1	26.2	23.4	11.9	.5
Aleutians West	9.7	.0039	27.2	23.2	30.5	20.5	5.7	2.0
Bethel	13.8	.0055	25.0	10.7	18.4	18.9	12.7	3.6
Bristol Bay	1.4	.0005	29.4	10.7	27.5	23.2	11.5	.4
Dillingham	4.1	.0017	27.0	8.6	18.9	21.0	13.9	1.2
Fairbanks North Star	78.8	.0314	27.6	12.9	21.6	23.2	10.8	27.1
Haines	2.1	.0008	34.4	6.1	16.7	28.0	21.1	.8
Juneau	26.8	.0107	31.6	7.9	19.1	28.5	15.0	9.9
Kenai Peninsula	41.3	.0165	30.5	7.3	17.8	26.6	15.4	14.4
Ketchikan Gateway	13.9	.0055	31.4	8.5	18.1	25.8	17.6	5.1
Kodiak Island	13.5	.0054	28.6	10.7	22.6	24.6	10.9	4.1
Lake and Peninsula	1.7	.0007	26.9	7.9	20.6	18.6	14.7	.5
Matanuska–Susitna	40.3	.0161	29.9	5.9	17.7	26.7	14.3	13.6
Nome	8.4	.0033	26.3	9.1	18.2	20.2	13.9	2.4
North Slope	6.1	.0024	26.6	9.2	19.5	21.0	12.7	1.7
Northwest Arctic	6.2	.0025	22.5	10.4	17.5	16.0	12.8	1.5
Prince of Wales–Outer Ketchikan	6.4	.0026	29.9	8.2	19.0	26.6	13.7	2.1
Sitka	8.6	.0034	30.2	9.1	19.4	24.1	16.5	2.9
Skagway–Yakutat–Angoon	4.5	.0018	30.6	6.6	18.7	25.8	16.0	1.5
Southeast Fairbanks	5.9	.0023	28.2	8.3	18.3	24.4	13.1	1.9
Valdez–Cordova	10.0	.0040	31.6	7.9	19.4	27.8	15.5	3.4
Wade Hampton	5.9	.0024	20.5	10.9	16.1	14.3	12.5	1.4
Wrangell–Petersburg	7.2	.0028	31.3	7.5	18.4	25.3	17.9	2.6
Yukon–Koyukuk	8.6	.0035	29.2	7.3	18.6	24.3	14.9	2.8
TOTAL METRO COUNTIES	**226.8**	**.0904**	**29.7**	**10.5**	**21.2**	**25.6**	**13.0**	**82.9**
TOTAL STATE	**554.5**	**.2211**	**29.2**	**10.0**	**20.4**	**24.9**	**13.2**	**190.3**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ANCHORAGE	**2,483,915**	**496,448**	**385,747**	**418,969**	**91,751**	**344,859**	**44,972**
Anchorage	2,483,915	496,448	385,747	418,969	91,751	344,859	44,972
• Anchorage	2,483,915	496,448	385,747	418,969	91,751	344,859	44,972
OTHER COUNTIES							
Aleutians East	5,589	2,065	1,593	1,791			
Aleutians West	29,707	11,261	8,477	7,485	203	579	
Bethel	57,105	23,524	2,834	15,005	355	1,594	
Bristol Bay	9,634	3,976	1,621			511	
Dillingham	13,654	1,024	736	6,204	134	195	
Fairbanks North Star	612,016	175,544	63,333	40,621	28,188	104,679	19,263
Haines	15,319	5,509	1,732	151	150	2,934	823
Juneau	234,675	40,085	30,419	42,212	7,115	24,462	11,479
Kenai Peninsula	302,933	104,244	39,898	3,391	7,954	31,052	14,707
Ketchikan Gateway	131,049	45,844	9,988	4,033	4,021	6,563	2,147
Kodiak Island	97,684	38,334	8,559		3,657	7,329	3,712
Lake and Peninsula	5,135	410	381	2,123	50	139	
Matanuska–Susitna	246,815	88,249	19,961	1,850	5,846	46,572	12,590
Nome	53,084	23,035	4,889	1,794	390	1,300	314
North Slope	39,285	15,398	5,161	17,083	56	104	229
Northwest Arctic	30,092	10,897	2,664	10,704	107	638	
Prince of Wales–Outer Ketchikan	28,693	14,763	1,662	1,440	506	583	
Sitka	69,094	22,403	8,695	495	1,063	3,478	1,103
Skagway–Yakutat–Angoon	25,321	11,117	5,652	676	104	335	
Southeast Fairbanks	19,806	4,686	3,244	427	171	208	
Valdez–Cordova	66,585	16,896	9,032	1,952	469	4,211	3,367
Wade Hampton	18,046	9,099	126	6,145	26		
Wrangell–Petersburg	49,792	26,016	6,937	1,396	595	1,434	810
Yukon–Koyukuk	23,647	6,057	1,780	5,754	61	29	
TOTAL METRO COUNTIES	**2,483,915**	**496,448**	**385,747**	**418,969**	**91,751**	**344,859**	**44,972**
TOTAL STATE	**4,668,675**	**1,196,884**	**625,121**	**591,701**	**152,972**	**583,788**	**115,516**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ANCHORAGE	**3,806,227**	**36,633**	**16.1**	**21.6**	**18.6**	**33.5**	**.1137**
Anchorage	3,806,227	36,633	16.1	21.6	18.6	33.5	.1137
• Anchorage	3,806,227	36,633	16.1	21.6	18.6	33.5	.1137
OTHER COUNTIES							
Aleutians East	37,508	26,636	20.4	28.0	15.8	22.0	.0008
Aleutians West	179,632	30,344	17.9	26.5	15.2	28.2	.0039
Bethel	119,340	20,409	23.3	19.1	13.2	18.5	.0038
Bristol Bay	36,899	44,500	8.0	19.5	21.5	44.5	.0007
Dillingham	40,879	22,933	19.6	20.3	13.2	20.5	.0012
Fairbanks North Star	1,307,108	36,329	17.2	19.0	16.2	35.2	.0351
Haines	24,355	24,150	23.9	25.7	12.4	18.5	.0008
Juneau	500,195	43,019	11.8	21.2	20.6	39.9	.0132
Kenai Peninsula	598,426	32,161	15.6	19.9	16.6	30.3	.0168
Ketchikan Gateway	235,182	38,295	9.4	22.7	20.6	33.4	.0067
Kodiak Island	214,613	38,469	15.9	18.2	18.3	36.0	.0057
Lake and Peninsula	16,062	20,125	20.2	21.8	10.6	17.8	.0005
Matanuska–Susitna	442,265	25,852	19.7	26.3	16.7	18.2	.0137
Nome	89,816	24,036	19.6	18.2	14.2	23.8	.0028
North Slope	105,640	39,846	13.5	17.0	20.1	36.2	.0026
Northwest Arctic	57,952	27,591	21.0	21.2	14.9	23.6	.0018
Prince of Wales–Outer Ketchikan	112,079	38,515	13.2	17.1	20.8	35.3	.0026
Sitka	163,946	48,027	9.7	19.0	17.1	48.1	.0042
Skagway–Yakutat–Angoon	61,780	30,742	19.9	21.0	12.4	30.7	.0017
Southeast Fairbanks	67,621	21,667	27.3	19.6	15.9	17.4	.0017
Valdez–Cordova	168,301	35,950	14.7	17.8	14.3	36.8	.0043
Wade Hampton	31,038	14,744	27.4	21.8	8.6	6.6	.0013
Wrangell–Petersburg	98,860	28,734	18.7	28.9	20.6	18.8	.0028
Yukon–Koyukuk	78,276	12,718	20.2	18.1	10.1	9.7	.0022
TOTAL METRO COUNTIES	**3,806,227**	**36,633**	**16.1**	**21.6**	**18.6**	**33.5**	**.1137**
TOTAL STATE	**8,594,000**	**34,130**	**16.5**	**21.2**	**17.5**	**31.5**	**.2446**

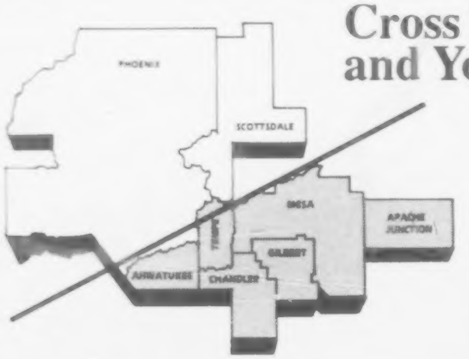
Arizona

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
PHOENIX	2,169.7	.8651	32.2	10.5	18.3	20.5	24.3	826.0	16,652,405	3,700,497	1,723,990	1,841,473	967,005	3,873,516	617,921
Maricopa	2,169.7	.8651	32.2	10.5	18.3	20.5	24.3	826.0	16,652,405	3,700,497	1,723,990	1,841,473	967,005	3,873,516	617,921
Chandler	92.6	.0369	28.7	9.2	23.9	22.0	12.9	32.2	387,229	118,879	42,085	46,969	21,271	64,337	8,716
Glendale	151.5	.0604	30.2	11.3	18.0	22.6	18.8	54.9	1,160,905	232,605	77,355	77,652	45,252	511,386	37,065
• Mesa	294.6	1175	30.6	10.8	18.6	19.2	22.6	110.3	2,681,029	504,851	227,493	504,364	162,463	654,594	107,804
Peoria	51.8	.0207	32.4	6.4	19.3	19.1	25.9	18.7	175,131	85,299	16,180	21,172	12,020	11,530	4,648
• Phoenix	1,005.5	4009	31.2	10.6	19.2	21.5	21.3	378.2	8,081,647	1,778,366	878,580	877,085	502,638	1,575,792	305,673
• Scottsdale	133.0	0530	39.2	8.6	17.1	22.5	33.9	58.9	1,816,074	306,160	209,255	226,798	97,392	560,102	49,418
• Tempe	145.0	0578	28.8	20.3	20.9	20.8	16.3	56.8	1,330,138	351,194	165,755	59,882	89,748	334,757	44,663
SUBURBAN TOTAL	591.6	.2359	34.4	8.3	16.1	19.0	30.0	221.8	2,743,517	759,926	242,907	173,344	114,764	748,271	110,363
TUCSON	677.9	.2703	32.8	11.6	17.0	20.1	26.2	266.2	4,617,475	949,482	461,572	634,344	264,180	876,051	210,704
Pima	677.9	2703	32.8	11.6	17.0	20.1	26.2	266.2	4,617,475	949,482	461,572	634,344	264,180	876,051	210,704
• Tucson	412.1	1643	30.9	14.3	18.7	18.4	23.8	165.4	3,801,018	700,349	362,347	573,228	241,848	817,150	170,666
SUBURBAN TOTAL	265.8	.1060	36.6	7.5	14.2	22.7	29.9	100.8	816,457	249,133	99,225	61,116	22,332	58,901	40,038
YUMA	108.9	.0434	30.7	11.2	15.8	17.0	26.2	36.5	691,253	140,869	52,846	93,049	29,458	186,287	30,988
Yuma	108.9	.0434	30.7	11.2	15.8	17.0	26.2	36.5	691,353	140,869	52,846	93,049	29,458	186,287	30,988
• Yuma	56.0	.0223	29.7	10.6	17.8	17.8	22.8	19.7	571,679	104,894	48,635	89,897	25,279	165,018	30,253
SUBURBAN TOTAL	52.9	.0211	32.0	12.0	13.6	16.2	29.8	16.8	119,674	35,975	4,211	3,152	4,179	21,269	735
OTHER COUNTIES															
Apache	62.7	.0250	23.5	10.3	14.9	16.4	16.5	16.3	159,624	45,910	7,995	28,956	2,643	10,342	5,100
Cochise	98.8	.0394	32.7	9.8	15.4	19.8	26.6	35.0	485,410	114,293	33,084	51,824	17,660	96,689	19,289
Coconino	98.6	.0393	26.2	16.6	17.0	20.0	15.1	30.6	701,763	169,316	93,068	91,625	28,103	90,472	24,708
Flagstaff	46.8	0187	24.7	25.5	17.5	19.3	12.3	14.7	485,485	96,087	58,984	70,808	26,705	82,306	18,222
Gila	40.7	.0162	39.0	6.6	11.5	18.7	36.4	15.6	206,326	62,717	20,134	10,837	4,561	28,731	12,182
Graham	26.9	.0107	29.4	10.5	13.9	17.6	24.6	8.0	111,451	34,635	10,013	4,547	3,452	24,566	7,120
Greenlee	7.8	.0031	31.9	6.1	13.8	20.6	25.1	2.7	19,301	7,750	1,888	3,675	570	538	832
La Paz	14.0	.0056	37.5	7.4	12.8	17.9	35.2	5.4	85,818	17,635	9,251	1,504	267	3,157	3,967
Mohave	96.2	.0383	41.0	6.7	13.0	18.7	39.0	37.9	612,233	156,884	51,782	35,073	26,105	103,158	31,626
Navajo	78.4	.0313	26.4	9.2	14.8	17.6	19.7	22.4	361,707	110,654	29,337	27,078	12,434	63,137	13,872
Pinal	118.3	.0471	32.6	9.0	15.0	18.9	27.6	39.8	523,184	177,493	40,959	38,741	10,772	79,204	35,340
Santa Cruz	30.4	.0122	29.2	9.2	14.5	18.7	23.0	9.0	224,314	45,938	12,054	69,480	6,842	16,444	5,830
Yavapai	110.7	.0441	42.6	6.8	11.2	19.4	41.0	46.1	684,752	182,036	62,972	42,378	28,551	103,746	22,816
TOTAL METRO COUNTIES	2,956.5	1.1788	32.2	10.8	17.9	20.3	24.8	1,128.7	21,961,233	4,790,848	2,238,408	2,568,866	1,260,643	4,935,854	859,613
TOTAL STATE	3,740.0	1.4911	32.3	10.5	17.1	20.0	25.4	1,397.5	26,137,116	5,916,109	2,610,945	2,974,584	1,402,603	5,556,038	1,042,295



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EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
PHOENIX	**30,177,804**	**28,778**	**20.1**	**26.7**	**18.6**	**21.2**	**.8806**
Maricopa	30,177,804	28,778	20.1	26.7	18.6	21.2	.8806
Chandler	1,077,315	28,747	18.9	27.8	21.4	17.1	.0292
Glendale	2,006,211	31,283	18.8	25.4	21.2	22.5	.0600
● Mesa	3,875,391	29,097	20.2	27.3	20.4	19.6	.1234
Peoria	595,894	24,902	24.7	28.9	18.7	13.0	.0156
● Phoenix	13,509,682	28,239	20.1	26.9	18.6	20.2	.4074
● Scottsdale	2,618,105	36,029	16.2	22.9	19.1	32.3	.0782
● Tempe	2,214,178	32,171	17.6	24.5	20.2	25.3	.0653
SUBURBAN TOTAL	7,960,448	27,211	21.6	27.5	17.2	19.8	.2063
TUCSON	**7,683,515**	**21,969**	**25.9**	**27.3**	**14.8**	**12.1**	**.2404**
Pima	7,683,515	21,969	25.9	27.3	14.8	12.1	.2404
● Tucson	4,262,027	19,778	28.1	27.3	13.3	8.8	.1569
SUBURBAN TOTAL	3,421,488	26,529	22.6	27.2	17.2	17.6	.0835
YUMA	**906,864**	**18,485**	**31.6**	**26.7**	**12.1**	**7.1**	**.0332**
Yuma	906,864	18,485	31.6	26.7	12.1	7.1	.0332
● Yuma	529,497	20,399	29.3	28.1	15.2	7.6	.0215
SUBURBAN TOTAL	377,367	16,645	34.1	25.0	8.6	6.6	.0117

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
OTHER COUNTIES							
Apache	393,183	18,078	22.9	22.6	12.6	10.6	.0133
Cochise	916,911	19,557	29.8	27.0	13.0	8.8	.0289
Coconino	928,790	23,249	23.2	27.7	16.1	13.1	.0329
Flagstaff	481,734	24,173	23.5	27.8	16.7	14.4	.0187
Gila	430,553	22,186	23.9	24.3	17.9	11.4	.0127
Graham	187,033	17,067	29.5	25.1	10.5	7.3	.0067
Greenlee	86,501	31,195	17.5	29.8	27.1	12.0	.0022
La Paz	121,187	16,005	33.2	22.1	8.3	8.0	.0043
Mohave	893,773	17,781	31.1	26.1	11.1	6.9	.0[illegible]36
Navajo	649,561	22,620	20.9	23.7	15.8	15.3	.0216
Pinal	1,081,897	21,622	25.6	29.6	14.5	9.5	.0335
Santa Cruz	279,386	22,891	26.5	27.1	14.7	14.6	.0103
Yavapai	1,132,031	18,135	30.1	26.2	11.4	7.6	.0363
TOTAL METRO COUNTIES	**38,768,183**	**26,645**	**21.8**	**26.9**	**17.5**	**18.6**	**1.1542**
TOTAL STATE	**45,868,989**	**25,218**	**22.8**	**26.8**	**16.7**	**16.9**	**1.3875**

Arkansas

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group — 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
FAYETTEVILLE–SPRINGDALE	**114.6**	**.0457**	**31.1**	**15.0**	**16.6**	**20.2**	**23.2**	**43.9**
Washington	114.6	.0457	31.1	15.0	16.6	20.2	23.2	43.9
● Fayetteville	42.5	.0169	27.3	25.2	18.3	17.6	18.3	17.1
● Springdale	30.3	.0121	32.9	9.9	16.7	21.2	25.3	11.6
SUBURBAN TOTAL	41.8	.0167	34.3	8.2	15.0	22.3	26.6	15.2
FORT SMITH	**177.3**	**.0707**	**33.5**	**9.2**	**15.8**	**20.9**	**26.7**	**67.4**
Crawford	43.1	.0172	32.6	8.7	16.0	20.9	25.2	15.5
Sebastian	100.1	.0399	33.9	9.4	16.3	21.0	27.1	39.5
● Fort Smith	73.2	.0292	34.0	9.7	16.5	20.4	27.9	29.8
Sequoyah, Okla.	*34.1*	*.0136*	*33.5*	*9.3*	*14.2*	*20.3*	*27.6*	*12.4*
SUBURBAN TOTAL	104.1	.0415	33.1	8.8	15.4	21.1	25.9	37.6
LITTLE ROCK–NORTH LITTLE ROCK	**516.1**	**.2058**	**32.3**	**10.4**	**17.5**	**21.5**	**23.8**	**196.6**
Faulkner	61.2	.0244	29.9	16.1	16.2	19.6	22.2	21.8
Lonoke	39.7	.0158	32.5	8.4	15.9	21.5	24.6	14.0
Pulaski	350.1	.1396	32.5	10.0	18.2	21.6	23.8	137.4
● Jacksonville	29.1	.0116	27.4	13.8	21.7	17.6	15.9	9.9
● Little Rock	176.0	.0702	32.9	10.3	18.6	21.6	24.5	72.7
● North Little Rock	61.8	.0246	34.6	8.9	16.2	20.2	29.2	25.0
Saline	65.1	.0260	33.5	8.7	16.2	22.6	25.0	23.4
SUBURBAN TOTAL	249.2	.0994	32.0	10.5	16.8	22.1	22.9	89.0
PINE BLUFF	**85.4**	**.0341**	**32.0**	**11.2**	**14.8**	**19.2**	**26.3**	**30.0**
Jefferson	85.4	.0341	32.0	11.2	14.8	19.2	26.3	30.0
● Pine Bluff	57.1	.0228	31.7	11.3	14.5	17.4	27.7	20.9
SUBURBAN TOTAL	28.3	.0113	32.5	11.0	15.6	22.9	23.2	9.1
TEXARKANA	**120.4**	**.0480**	**33.7**	**9.0**	**15.2**	**20.6**	**27.5**	**45.0**
Miller	38.5	.0153	32.8	9.7	14.9	19.5	27.3	14.3
● Texarkana	22.7	.0091	32.9	9.9	15.3	18.6	28.1	8.7
Bowie, Tex.	*81.9*	*.0327*	*34.1*	*8.7*	*15.3*	*21.1*	*27.6*	*30.7*
● Texarkana	*31.7*	*.0126*	*34.0*	*9.3*	*14.9*	*19.0*	*29.5*	*12.5*
SUBURBAN TOTAL	66.0	.0263	33.9	8.6	15.2	22.0	26.3	23.8

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
FAYETTEVILLE–SPRINGDALE	**999,758**	**196,480**	**64,810**	**204,449**	**39,199**	**246,080**	**12,256**
Washington	999,758	196,480	64,810	204,449	39,199	246,080	12,256
● Fayetteville	547,514	98,199	41,993	124,320	20,237	136,604	7,116
● Springdale	394,902	76,136	20,832	74,264	17,770	100,398	4,175
SUBURBAN TOTAL	57,342	22,145	1,985	5,865	1,192	9,078	965
FORT SMITH	**1,307,386**	**305,826**	**122,290**	**221,975**	**45,254**	**255,664**	**32,232**
Crawford	201,062	65,276	15,846	25,606	6,918	36,656	4,849
Sebastian	956,642	194,040	91,897	177,905	35,290	199,657	25,066
● Fort Smith	921,938	179,420	90,397	177,163	34,202	194,865	23,728
Sequoyah, Okla.	*149,682*	*46,510*	*14,547*	*18,464*	*3,046*	*19,351*	*2,317*
SUBURBAN TOTAL	385,448	126,406	31,893	44,812	11,052	60,799	8,504
LITTLE ROCK–NORTH LITTLE ROCK	**4,147,589**	**731,164**	**346,611**	**629,074**	**177,152**	**1,078,986**	**94,471**
Faulkner	351,112	83,463	29,706	35,442	13,601	72,627	9,897
Lonoke	155,491	42,646	7,254	18,974	3,636	35,454	6,535
Pulaski	3,378,752	533,225	290,995	549,980	148,132	901,170	68,477
● Jacksonville	243,790	37,320	19,470	24,433	9,047	104,052	4,616
● Little Rock	2,021,288	324,221	193,981	330,270	103,743	520,303	43,975
● North Little Rock	858,599	137,426	65,698	187,259	28,476	155,719	17,193
Saline	262,234	71,830	18,656	24,678	11,783	69,735	9,562
SUBURBAN TOTAL	1,023,912	232,197	67,462	87,112	35,886	298,912	28,687
PINE BLUFF	**561,482**	**115,517**	**41,411**	**79,008**	**21,943**	**135,149**	**23,203**
Jefferson	561,482	115,517	41,411	79,008	21,943	135,149	23,203
● Pine Bluff	531,726	105,689	39,201	79,008	20,694	127,704	22,569
SUBURBAN TOTAL	29,756	9,828	2,210		1,249	7,445	634
TEXARKANA	**894,116**	**162,917**	**66,094**	**170,346**	**36,297**	**191,918**	**20,776**
Miller	221,690	73,204	19,805	35,640	3,979	13,900	6,164
● Texarkana	209,890	70,353	19,210	35,639	3,947	10,729	6,163
Bowie, Tex.	*672,426*	*89,713*	*46,289*	*134,706*	*32,318*	*178,018*	*14,612*
● Texarkana	*504,083*	*48,953*	*37,258*	*127,051*	*28,358*	*139,905*	*7,002*
SUBURBAN TOTAL	180,143	43,611	9,626	7,656	3,992	41,266	7,611

POPULATION

RETAIL SALES BY STORE GROUP

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
OTHER COUNTIES															
Arkansas	21.5	.0086	35.6	7.6	13.9	20.1	30.8	8.3	127,965	31,728	10,645	16,815	4,079	23,141	6,038
Ashley	24.2	.0096	34.0	9.1	14.0	20.1	28.5	8.8	106,867	32,308	5,195	15,034	2,251	26,617	4,151
Baxter	31.5	.0126	47.1	5.8	10.5	17.4	46.8	13.6	219,106	61,421	14,969	32,327	14,096	34,905	3,826
Benton	99.4	.0396	36.1	8.7	14.8	19.1	32.4	38.3	596,968	133,488	41,844	68,101	24,389	186,867	10,457
Boone	28.5	.0114	36.6	8.7	14.1	19.8	32.5	11.2	239,155	47,858	14,697	29,296	10,079	78,511	6,166
Bradley	11.7	.0047	36.9	8.7	12.9	18.5	33.8	4.5	52,258	17,371	2,327	2,116	1,270	9,926	2,008
Calhoun	5.8	.0023	34.4	8.7	15.2	18.5	30.5	2.2	13,201	4,932	419	217	228	3,384	1,386
Carroll	18.8	.0075	38.2	7.6	13.3	20.9	33.8	7.6	135,940	32,444	13,521	12,461	3,171	30,253	3,888
Chicot	15.5	.0062	31.9	9.0	12.2	16.7	29.5	5.5	56,170	17,135	3,081	2,191	1,167	9,463	4,359
Clark	21.2	.0084	32.5	17.8	12.8	17.1	29.7	7.8	172,635	31,285	14,247	16,722	2,057	49,235	6,041
Clay	18.0	.0072	39.7	8.1	12.9	18.5	37.3	7.5	77,482	20,993	2,914	7,348	1,071	30,195	2,727
Cleburne	19.6	.0078	41.9	6.8	12.9	18.6	39.8	8.0	103,382	28,431	4,601	11,486	1,654	31,199	4,163
Cleveland	7.8	.0031	35.8	9.1	13.4	20.8	30.3	2.9	8,811	4,448	213		315	421	1,011
Columbia	25.7	.0103	33.7	11.2	14.2	17.4	30.7	9.6	149,969	33,149	9,895	24,857	6,443	28,733	6,019
Conway	19.1	.0076	34.8	8.5	14.3	18.4	31.4	7.2	104,641	24,407	4,747	11,912	3,091	·31,876	2,897
Craighead	69.5	.0277	31.8	14.2	15.8	19.9	25.1	26.5	573,899	101,770	32,106	104,258	33,281	114,604	9,427
Jonesboro	46.9	.0187	30.8	16.7	16.1	19.4	23.8	18.1	528,714	81,390	31 300	104,258	32,242	106,810	8,840
☐ Crittenden	50.1	.0199	29.9	10.0	15.9	19.3	22.6	17.2	407,428	78,538	25,030	32,616	6,278	75,538	15,473
● West Memphis	28.4	.0113	30.3	10.3	15.9	19.9	22.6	9.9	341,442	62,829	25,523	27,666	6,216	72,832	14,585
Cross	19.1	.0077	32.4	9.1	14.2	19.7	26.6	6.7	82,511	23,846	3,797	16,915	2,936	17,202	3,534
Dallas	9.5	.0037	36.6	8.0	13.1	19.8	32.4	3.6	59,168	14,453	1,758	7,627	2,844	15,049	2,830
Desha	16.6	.0067	31.6	9.0	13.9	18.2	27.0	5.9	84,695	19,785	4,303	12,338	3,600	17,966	3,496
Drew	17.3	.0069	31.9	12.2	14.3	19.1	26.4	6.3	100,098	26,021	8,173	17,793	4,181	20,721	2,687
Franklin	4.9	.0059	35.6	8.8	14.0	19.6	31.2	5.6	49,684	7,515	3,927	7,794	1,396	12,046	3,261
Fulton	[illegible]	.0040	40.7	7.1	11.8	19.1	38.3	4.0	28,294	9,891	1,481	437	477	5,578	2,676
Garland	73.7	.0294	41.0	7.6	12.9	18.9	38.9	31.0	622,093	129,406	53,871	93,226	19,011	143,462	24,233
Grant	14.1	.0056	34.5	8.8	14.9	22.2	27.1	5.2	45,478	14,022	2,669	8,860	606	8,157	626
Greene	31.9	.0128	35.7	9.4	14.3	20.4	30.5	12.4	171,527	30,223	13,034	21,799	4,067	46,896	8,143
Hempstead	21.5	.0085	34.5	8.1	14.8	18.9	30.4	8.2	102,027	37,225	8,341	3,453	2,643	17,562	4,248
Hot Spring	26.1	.0104	36.5	8.1	13.6	20.4	31.8	10.1	113,140	30,998	9,306	15,893	2,127	31,712	3,407
Howard	13.6	.0055	34.6	8.7	14.0	18.9	30.7	5.0	62,136	16,587	2,139	13,710	1,131	12,790	3,137
Independence	31.2	.0124	34.9	9.0	14.7	20.7	29.2	11.8	194,378	40,782	14,036	30,272	4,745	56,222	4,153
Izard	11.4	.0045	44.0	6.4	11.4	17.7	42.7	4.7	45,498	16,863	2,145	1,643	473	9,449	2,474
Jackson	18.8	.0075	36.8	7.8	13.9	19.8	32.6	7.3	99,140	13,423	7,091	15,058	1,229	26,555	5,029
Johnson	18.2	.0072	35.4	10.5	14.1	18.3	32.2	7.1	107,354	24,046	4,102	9,051	3,285	38,131	3,854
Lafayette	9.6	.0039	35.3	8.9	12.9	18.9	31.5	3.6	26,813	11,753	1,448	1,925	1,141	3,296	1,627
Lawrence	17.3	.0069	36.8	9.4	13.4	19.0	33.4	6.8	95,001	21,615	4,744	11,653	2,754	32,709	2,336
Lee	12.9	.0051	31.9	8.4	11.4	17.0	29.4	4.5	33,562	12,146	700	2,189	145	9,787	1,116
Lincoln	13.7	.0055	32.5	10.7	21.2	20.4	24.3	3.8	17,944	8,438	540	1,035	465	1,759	1,231
Little River	14.0	.0056	33.9	9.3	14.0	20.6	27.8	5.2	60,647	17,538	4,152	7,882	2,090	18,303	1,893
Logan	20.6	.0082	35.5	8.4	13.8	19.4	31.2	7.6	91,534	24,535	7,265	15,189	3,240	22,979	1,715
Madison	11.7	.0047	36.2	8.0	13.4	20.5	31.2	4.4	38,369	4,659	2,802	10,795	227	9,723	1,770
Marion	12.1	.0048	42.8	6.4	11.5	19.0	41.0	5.0	28,402	13,409	1,810	458	203	3,855	1,638
Mississippi	57.3	.0229	29.7	10.8	16.2	18.2	23.3	20.3	286,800	69,289	21,858	40,000	6,215	61,840	9,749
Monroe	11.1	.0044	34.7	7.8	13.1	17.1	32.4	4.3	63,714	20,837	5,902	5,725	1,479	7,746	3,448
Montgomery	7.9	.0032	40.3	7.6	12.5	18.9	37.8	3.1	23,409	8,500	1,495	1,152	280	3,275	1,292
Nevada	10.0	.0039	35.7	6.0	13.1	19.1	31.9	3.8	34,824	9,230	1,12[illegible]	571	1,541	5,668	2,629
Newton	7.7	.0031	35.9	7.6	13.1	21.2	30.1	2.8	9,745	6,386	307	172	60	266	1,236
Ouachita	30.6	.0122	35.3	7.9	14.4	19.8	30.8	11.7	201,079	57,434	11,009	17,5[illegible]2	8,469	39,294	7,319
Perry	8.0	.0032	36.5	8.8	13.6	20.2	31.9	3.1	26,178	9,221	526		669	1,397	170
Phillips	28.4	.0113	30.8	8.4	12.3	16.7	28.1	10.0	151,525	38,206	11,957	17,546	3,793	32,837	7,032
Pike	10.1	.0041	36.6	8.2	13.6	19.5	32.5	3.9	46,503	11,395	1,526	3,126	320	16,367	1,767
Poinsett	24.6	.0098	34.8	9.1	14.4	19.9	29.8	9.3	101,872	25,681	4,973	9,919	2,341	25,140	3,781
Polk	17.4	.0069	38.2	7.7	12.3	18.8	35.3	6.8	79,762	25,018	4,966	14,860	1,244	15,991	3,060
Pope	46.4	.0185	32.0	12.6	15.5	20.1	25.2	17.0	365,003	83,930	27,427	44,455	16,766	86,787	11,081
Prairie	9.5	.0038	36.2	8.3	14.1	19.8	31.8	3.7	39,276	8,167	2,594	1,260	333	15,575	401
Randolph	16.5	.0065	36.8	8.4	13.4	19.2	33.2	6.4	75,533	25,676	3,136	10,911	1,623	9,792	1,909
St. Francis	28.3	.0113	31.0	8.6	13.7	18.7	25.8	9.9	143,762	39,581	9,538	22,927	5,280	17,045	6,001
Scott	10.3	.0041	36.4	8.9	13.8	18.7	33.0	4.0	39,698	12,058	2,506	8,723	1,243	5,126	2,701
Searcy	7.7	.0031	39.7	7.2	11.7	20.1	36.5	3.1	28,769	10,178	833	2,626	693	5,490	1,347
Sevier	13.6	.0054	35.1	8.9	14.7	19.5	30.6	5.1	81,439	25,749	4,795	14,260	1,018	16,306	1,577
Sharp	14.1	.0056	44.9	6.5	10.5	16.7	44.5	5.8	71,403	36,960	2,674	10,572	1,860	8,835	761
Stone	9.9	.0040	39.4	6.5	13.0	20.7	35.5	3.9	41,541	16,035	2,382	1,387	823	13,427	360
Union	46.6	.0185	34.6	8.2	14.8	19.4	30.0	17.8	369,892	83,279	16,412	35,827	14,072	85,857	13,391
Van Buren	14.1	.0057	43.3	6.6	11.0	17.4	42.5	5.7	64,108	22,070	2,277	4,893	5,331	8,370	2,176
White	55.0	.0219	33.3	13.1	14.0	19.2	28.4	19.9	348,384	84,438	21,829	45,447	11,231	96,404	9,821
Woodruff	9.4	.0037	34.4	8.3	13.5	18.6	30.6	3.6	35,462	10,798	706	3,511	1,120	7,254	2,545
Yell	17.9	.0072	35.7	8.9	14.3	19.4	31.6	7.0	62,813	19,734	3,063	11,948	685	15,637	4,045
TOTAL METRO COUNTIES	**947.9**	**.3779**	**32.2**	**10.8**	**16.9**	**20.8**	**24.5**	**357.0**	**7,495,651**	**1,454,239**	**608,410**	**1,184,298**	**290,759**	**1,785,966**	**181,482**
TOTAL STATE	**2,358.0**	**.9402**	**34.0**	**9.9**	**15.1**	**19.8**	**28.6**	**894.3**	**15,386,039**	**3,406,436**	**1,113,276**	**2,195,804**	**552,896**	**3,658,931**	**446,759**

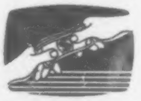
METRO & COUNTY TOTALS

ARK. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

EFFECTIVE BUYING INCOME



METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
FAYETTEVILLE-SPRINGDALE	**1,346,156**	**21,939**	**25.6**	**27.5**	**13.8**	**13.0**	**.0451**
Washington	1,346,156	21,939	25.6	27.5	13.8	13.0	.0451
• Fayetteville	524,149	19,317	26.8	23.1	11.2	14.2	.0200
• Springdale	375,399	25,398	23.3	30.0	18.0	13.6	.0143
SUBURBAN TOTAL	446,608	22,140	26.0	30.6	13.4	11.3	.0108
FORT SMITH	**1,912,959**	**20,265**	**26.3**	**27.2**	**13.3**	**10.1**	**.0632**
Crawford	420,495	21,134	25.1	31.0	13.1	8.6	.0127
Sebastian	1,255,213	22,357	25.1	27.0	15.5	12.8	.0419
• Fort Smith	969,185	22,427	25.0	26.5	15.0	13.9	.0350
Sequoyah, Okla.	*237,251*	*14,073*	*32.0*	*22.6*	*6.7*	*3.5*	*.0086*
SUBURBAN TOTAL	943,774	18,727	27.4	27.7	12.0	7.1	.0282
LITTLE ROCK-NORTH LITTLE ROCK	**6,915,308**	**25,920**	**21.9**	**27.0**	**17.1**	**17.7**	**.2087**
Faulkner	724,555	24,351	23.6	26.3	17.1	15.1	.0210
Lonoke	367,700	19,584	25.1	26.9	13.7	8.5	.0110
Pulaski	5,133,425	27,274	21.1	26.5	17.2	20.5	.1573
• Jacksonville	354,420	25,992	25.8	33.7	17.0	14.7	.0114
• Little Rock	2,816,398	27,001	21.1	25.7	16.1	21.7	.0878
• North Little Rock	901,525	26,899	20.2	25.7	16.6	20.8	.0321
Saline	689,628	24,105	23.1	31.2	18.2	9.1	.0194
SUBURBAN TOTAL	2,842,965	24,859	22.6	27.7	18.0	14.0	.0774
PINE BLUFF	**850,202**	**20,222**	**23.3**	**23.4**	**13.4**	**13.5**	**.0283**
Jefferson	850,202	20,222	23.3	23.4	13.4	13.5	.0283
• Pine Bluff	576,401	19,100	23.6	23.1	12.1	13.0	.0216
SUBURBAN TOTAL	273,801	23,174	22.5	24.6	16.2	14.7	.0067
TEXARKANA	**1,303,254**	**21,584**	**22.7**	**25.8**	**15.6**	**11.9**	**.0430**
Miller	443,753	23,282	21.1	25.2	16.7	14.3	.0130
• Texarkana	264,872	22,267	22.1	24.6	17.2	12.9	.0091
Bowie, Tex.	*859,501*	*20,905*	*23.5*	*26.1*	*15.0*	*10.8*	*.0300*
• *Texarkana*	*331,938*	*18,935*	*24.9*	*24.6*	*12.6*	*10.2*	*.0156*
SUBURBAN TOTAL	706,444	22,982	21.9	26.9	16.5	12.4	.0183
OTHER COUNTIES							
Arkansas	228,688	18,771	25.9	24.4	11.7	11.2	.0070
Ashley	249,162	21,468	20.6	22.9	16.6	12.5	.0073
Baxter	381,787	20,929	30.1	30.6	13.3	8.8	.0116
Benton	1,289,621	25,471	23.3	30.5	16.9	14.9	.0363
Boone	277,851	17,402	30.9	24.8	10.6	7.6	.0102
Bradley	114,897	18,359	22.6	24.0	13.8	8.8	.0035
Calhoun	58,932	19,231	23.0	24.7	16.2	7.8	.0014
Carroll	188,125	18,279	29.4	27.0	10.7	7.7	.0065
Chicot	116,450	12,835	26.2	18.5	7.1	7.4	.0039
Clark	207,799	17,521	25.8	23.6	13.1	8.3	.0076
Clay	163,622	14,905	31.6	21.7	9.0	4.9	.0049
Cleburne	204,422	18,608	28.6	26.2	10.7	9.1	.0063
Cleveland	71,747	17,757	26.1	22.5	14.6	8.3	.0017
Columbia	298,199	20,877	23.2	24.2	14.0	13.7	.0088
Conway	202,415	20,477	23.1	25.2	13.8	11.9	.0062
Craighead	777,594	21,013	25.8	28.3	13.6	10.7	.0262
Jonesboro	575,037	21,824	24.6	28.0	13.1	13.2	.0207
☐ Crittenden	437,485	17,455	24.6	22.8	13.3	8.7	.0171
• West Memphis	274,458	20,129	23.4	25.4	15.2	9.6	.0119
Cross	166,593	17,329	28.1	26.2	10.0	7.0	.0052
Dallas	100,768	19,660	25.8	28.4	11.8	8.9	.0032
Desha	148,204	15,491	26.6	19.4	11.4	9.4	.0048
Drew	188,373	21,044	23.2	23.7	13.7	14.9	.0058
Franklin	152,151	20,832	26.1	29.5	13.8	8.9	.0042
Fulton	67,497	12,736	36.0	19.1	4.1	1.7	.0023
Garland	926,060	20,691	25.7	25.2	13.5	12.7	.0294
Grant	150,724	22,765	20.4	28.0	15.1	12.0	.0041
Greene	348,062	20,951	25.2	28.6	14.6	9.5	.0102
Hempstead	202,594	17,527	26.7	24.9	13.0	7.3	.0063
Hot Spring	254,887	18,920	25.7	25.9	14.3	7.1	.0077
Howard	121,444	17,756	25.9	27.9	10.7	6.1	.0038
Independence	306,004	19,385	28.2	27.2	13.2	8.0	.0102
Izard	106,575	16,437	30.3	25.2	9.5	5.6	.0031
Jackson	182,320	17,173	26.9	24.9	9.5	8.5	.0058
Johnson	174,458	17,209	28.9	26.5	9.4	7.0	.0058
Lafayette	91,324	16,932	24.0	20.4	12.2	11.0	.0024
Lawrence	150,974	15,543	29.4	23.9	8.7	5.5	[illegible]
Lee	87,002	11,993	27.1	17.5	7.2	5.1	.0028
Lincoln	90,331	15,550	26.9	22.0	9.9	6.5	.0026
Little River	150,597	20,500	21.4	23.9	12.9	14.0	.0044
Logan	191,611	17,420	29.7	23.9	10.5	8.6	.0059
Madison	94,557	16,350	30.1	28.4	8.6	3.0	.0029
Marion	124,331	17,232	30.6	25.0	9.3	8.5	.0033
Mississippi	562,607	19,500	27.1	26.1	12.7	9.9	.0174
Monroe	86,890	12,947	25.4	19.1	8.0	6.0	.0032
Montgomery	70,052	16,836	30.4	25.6	10.1	5.1	.0019
Nevada	88,113	16,000	29.3	22.3	11.0	5.9	.0027
Newton	47,266	12,319	33.8	18.9	5.3	2.3	.0015
Ouachita	294,694	17,784	25.1	[illegible]	13.0	8.7	.0100
Perry	68,716	16,776	28.9	27.2	10.5	4.3	.0021
Phillips	218,815	13,410	[illegible]	19.5	9.5	6.9	.0079
Pike	71,619	13,120	32.7	19.9	6.1	3.3	.0025
Poinsett	211,902	15,774	30.0	24.5	7.0	6.8	.0066
Polk	165,686	16,268	29.6	24.2	9.0	6.3	.0052
Pope	483,831	20,363	25.5	25.9	14.2	10.8	.0166
Prairie	80,879	15,018	28.4	22.1	8.3	6.1	.0027
Randolph	145,380	16,371	30.3	26.3	8.2	5.8	.0046
St. Francis	229,546	14,978	25.8	22.8	9.2	7.3	.0080
Scott	91,716	15,852	32.8	22.7	9.7	5.7	.0028
Searcy	46,532	10,411	31.4	13.4	4.9	2.1	.0017
Sevier	129,058	19,171	[illegible]	26.2	13.9	8.2	.0042
Sharp	129,588	15,779	[illegible]	24.0	7.4	5.8	.0041
Stone	74,208	12,780	31.6	17.7	7.6	4.1	.0026
Union	481,709	18,710	23.7	23.4	13.0	11.0	.0167
Van Buren	114,543	15,176	31.5	23.6	7.2	4.1	.0038
White	517,647	18,519	27.3	25.6	12.5	8.4	.0175
Woodruff	71,564	12,991	27.9	21.4	6.3	4.4	.0024
Yell	177,084	18,296	28.2	25.8	11.6	8.0	.0049
TOTAL METRO COUNTIES	**11,668,612**	**23,830**	**23.1**	**26.6**	**15.8**	**15.3**	**.3668**
TOTAL STATE	**25,737,009**	**20,361**	**25.3**	**25.8**	**13.5**	**11.5**	**.8111**

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California

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
ANAHEIM–SANTA ANA	**2,451.1**	**.9773**	**31.6**	**12.3**	**19.8**	**21.9**	**21.3**	**841.2**	**22,166,980**	**3,759,874**	**[illegible]5,364**	**2,492,899**	**1,490,907**	**4,682,842**	**821,996**
Orange	2,451.1	.977[illegible]	31.6	12.3	19.8	21.9	21.3	841.2	22,166,980	3,759,874	2,[illegible]5,364	2,492,899	1,490,907	4,682,842	821,996
● Anaheim	270.9	.1080	30.2	13.1	20.6	20.0	20.1	89.1	2,272,750	427,066	357,897	143,544	208,668	432,966	90,705
Buena Park	69.9	.0279	30.8	11.6	20.1	20.0	21.5	22.6	796,463	119,433	79,818	98,395	26,174	231,667	38,979
Costa Mesa	98.0	.0391	31.4	13.6	25.9	21.1	19.6	38.1	2,034,430	166,537	182,031	330,521	133,595	420,797	31,336
Cypress	43.4	.0173	33.1	10.9	17.0	23.2	23.6	14.5	262,911	47,259	40,990	30,139	10,800	55,391	12,782
Fountain Valley	54.6	.0218	34.7	11.8	14.8	26.1	23.4	17.7	437,928	105,671	58,196	11,073	50,694	11,654	43,260
Fullerton	116.1	.0463	31.9	13.9	19.3	20.2	23.7	41.6	1,190,176	163,525	137,827	273,543	65,381	247,180	48,20[illegible]
Garden Grove	145.5	.0580	30.7	11.9	20.5	19.9	21.2	45.3	1,200,706	263,485	134,869	103,118	70,941	343,620	44,384
Huntington Beach	184.6	.0736	32.9	12.2	21.0	23.9	21.8	70.0	1,593,869	277,729	193,045	173,672	135,432	361,798	5[illegible],494
Irvine	112.2	.0447	31.3	13.7	18.8	27.2	15.7	40.9	1,102,468	170,89[illegible]	141,205	37,676	65,841	495,720	33,221
Laguna Niguel	45.1	.0180	33.3	8.3	21.1	28.2	18.3	17.4	240,113	40,915	16,636	174	12,482	47,617	10,874
La Habra	52.1	.0208	31.3	12.1	19.9	19.0	23.6	18.4	426,722	102,226	49,075	54,791	39,506	63,689	22,941
Mission Viejo	74.0	.0295	33.2	8.3	16.9	28.0	19.0	25.6	580,173	100,351	65,73[illegible]	65,139	46,024	76,471	31,910
Newport Beach	67.8	.0270	39.5	10.0	19.2	24.3	33.1	31.4	1,214,023	155,749	238,802	117,148	39,708	367,247	35,469
Orange	112.5	.0449	31.6	12.5	19.6	21.8	21.5	37.4	1,515,605	187,958	184,797	189,554	101,326	321,520	41,926
Placentia	42.0	.0167	31.3	13.3	17.2	22.5	21.2	13.6	216,444	35,087	24,303	865	11,538	55,611	11,848
San Clemente	41.8	.0167	34.5	9.8	19.7	23.0	26.1	17.0	253,603	70,091	42,897	15,028	8,697	36,441	15,182
● Santa Ana	298.7	.1191	26.1	16.8	22.1	16.8	13.5	72.8	2,226,262	364,417	249,446	373,921	151,973	460,627	77,659
Tustin	51.5	.0205	29.7	14.9	23.4	19.7	17.8	18.6	476,882	111,505	73,841	13,522	27,955	73,420	26,110
Westminster	79.4	.0317	31.4	12.3	19.2	19.8	23.4	25.5	945,639	189,502	71,290	152,073	56,959	244,781	23,303
Yorba Linda	53.3	.0213	32.2	8.6	15.9	29.2	16.4	17.1	185,991	68,051	23,029	414	4,105	38,456	7,986
SUBURBAN TOTAL	1,881.5	.7502	32.8	11.5	19.3	23.0	22.7	679.3	17,667,968	2,968,391	2,198,021	1,975,434	1,130,266	3,789,249	653,632
BAKERSFIELD	**558.9**	**.2228**	**29.7**	**9.9**	**18.0**	**19.5**	**20.9**	**186.8**	**3,375,887**	**746,014**	**329,483**	**318,629**	**167,924**	**659,560**	**215,699**
Kern	558.9	.2228	29.7	9.9	18.0	19.5	20.9	186.8	3,375,887	746,014	329,483	318,629	167,924	659,560	215,699
● Bakersfield	179.8	.0717	29.6	10.3	18.9	20.6	19.1	64.2	1,919,559	309,191	182,890	263,129	128,517	478,326	109,551
SUBURBAN TOTAL	379.1	.1511	29.7	9.7	17.6	19.1	21.6	122.6	1,456,328	436,823	146,593	55,500	39,407	181,234	106,148
CHICO	**185.3**	**.0739**	**33.9**	**13.6**	**14.3**	**19.0**	**29.4**	**73.0**	**1,133,067**	**256,050**	**124,434**	**111,136**	**78,433**	**193,247**	**86,520**
Butte	185.3	.0739	33.9	13.6	14.3	19.0	29.4	73.0	1,133,067	256,050	124,434	111,136	78,433	193,247	86,520
● Chico	40.8	.0163	24.7	32.7	18.1	15.2	15.1	15.8	503,731	95,140	61,500	26,377	43,191	98,178	43,457
SUBURBAN TOTAL	144.5	.0576	37.4	8.2	13.2	20.0	33.5	57.2	629,336	160,910	62,934	84,759	35,242	95,069	43,063
FRESNO	**682.9**	**.2723**	**29.4**	**11.1**	**16.8**	**19.3**	**21.3**	**226.2**	**4,412,904**	**975,274**	**454,287**	**426,352**	**247,643**	**920,788**	**284,200**
Fresno	682.9	.2723	29.4	11.1	16.8	19.3	21.3	226.2	4,412,904	975,274	454,287	426,352	247,643	920,788	284,200
Clovis	51.5	.0205	29.3	10.5	19.9	22.1	16.6	18.7	461,486	117,482	38,215	1,796	14,543	154,078	31,682
● Fresno	362.4	.1445	28.5	11.8	17.6	18.7	19.9	124.6	3,047,731	546,943	322,417	400,463	210,973	568,405	193,915
SUBURBAN TOTAL	320.5	.1278	30.4	10.3	15.9	19.9	22.9	101.6	1,365,173	428,331	131,870	25,889	36,670	352,383	90,285
LOS ANGELES–LONG BEACH	**8,967.9**	**3.5756**	**30.8**	**12.1**	**19.6**	**20.7**	**21.2**	**3,025.8**	**67,141,917**	**12,454,087**	**8,036,686**	**6,621,401**	**4,466,415**	**13,521,510**	**2,570,327**
Los Angeles	8,967.9	3.5756	30.8	12.1	19.6	20.7	21.2	3,025.8	67,141,917	12,454,087	8,036,686	6,621,401	4,466,415	13,521,510	2,570,327
Alhambra	83.1	.0331	32.2	12.2	20.6	19.9	24.3	28.6	810,059	122,255	72,592	103,938	39,413	339,876	18,640
Arcadia	48.9	.0195	38.9	9.1	13.1	23.8	32.4	18.6	566,527	112,671	74,987	117,440	24,125	49,743	30,370
Azusa	41.8	.0167	27.2	16.2	21.5	16.9	16.3	12.8	343,547	43,140	24,597	54,784	7,073	45,162	44,992
Baldwin Park	70.1	.0279	25.6	13.4	18.7	18.3	14.2	16.8	202,279	68,159	24,117	14,950	6,410	33,919	6,393
Bellflower	62.5	.0249	31.0	11.3	20.7	19.7	22.1	23.2	408,118	59,180	48,527	13,349	30,111	124,374	24,582
Bell Gardens	42.8	.0171	22.5	14.6	18.8	15.7	10.3	9.3	107,102	35,839	7,039	10,461	1,920	13,511	2,741
● Burbank	94.7	.0378	34.8	10.1	20.0	22.3	27.4	39.7	943,219	176,258	132,854	183,820	55,769	106,912	47,663
Carson	85.0	.0339	31.4	11.9	16.5	21.2	22.9	24.1	703,216	111,270	53,119	73,927	56,279	225,359	15,739
Cerritos	53.9	.0215	34.0	11.4	12.0	28.9	20.0	15.2	1,415,025	83,199	75,419	266,994	57,934	632,635	12,100
Compton	91.5	.0365	24.9	13.3	17.9	16.2	15.7	22.6	239,475	68,940	24,718	18,983	2,815	47,528	21,488
Covina	43.7	.0174	32.2	11.1	18.6	20.9	23.9	15.7	673,882	153,039	64,430	93,112	26,687	169,963	26,884
Diamond Bar	54.3	.0216	31.7	9.8	17.2	28.8	15.5	17.1	215,660	57,188	40,578	18,813	6,051	8,024	10,096
Downey	92.5	.0369	33.2	10.8	17.7	19.8	27.1	33.4	1,151,780	129,308	97,116	92,199	39,794	555,796	34,999
El Monte	107.5	.0429	25.6	14.5	19.6	16.8	14.8	26.4	810,483	112,010	45,633	44,387	22,405	400,385	26,318
Gardena	50.4	.0201	32.9	10.7	20.1	20.7	25.1	18.3	552,477	121,030	52,235	35,521	22,561	146,741	24,408
Glendale	182.2	.0726	34.4	9.9	19.3	22.2	26.7	69.4	1,772,846	264,933	184,896	192,256	105,548	483,350	47,173
Glendora	48.4	.0193	33.7	9.0	16.6	22.6	25.2	16.5	478,415	80,139	36,625	8,973	18,030	235,315	21,752
Hawthorne	72.2	.0288	29.7	13.4	23.6	19.8	17.7	27.5	502,858	125,535	48,004	60,252	21,201	62,943	33,817
Huntington Park	56.7	.0226	24.7	15.8	19.8	16.4	13.2	14.1	313,152	46,069	24,029	8,064	34,401	62,725	17,811
Inglewood	110.9	.0442	28.5	12.4	20.4	20.5	16.3	36.5	702,315	120,125	64,193	121,898	32,293	165,409	33,032
Lakewood	74.4	.0297	33.8	8.8	18.6	22.0	25.8	26.4	823,296	142,680	100,552	149,182	67,986	120,876	32,368
La Mirada	40.9	.0163	33.4	12.2	16.1	19.8	27.6	12.9	261,643	72,059	32,843	13,442	16,398	23,315	24,173
Lancaster	98.4	.0392	29.5	10.2	21.5	19.8	18.4	33.3	811,902	149,729	60,708	106,825	48,760	204,515	43,741
● Long Beach	434.5	.1732	30.3	13.2	21.0	19.6	20.6	160.8	2,700,966	574,861	394,852	169,091	107,674	621,084	111,306
● Los Angeles	3,526.6	1.4061	30.9	13.0	20.4	20.4	21.2	1,231.8	24,594,288	4,639,294	3,248,635	2,060,559	1,818,870	3,932,578	966,212
Lynwood	62.7	.0250	24.1	14.0	18.9	17.3	12.0	14.3	166,873	74,207	16,119	14,943	6,080	4,589	14,299
Montebello	60.3	.0240	30.7	12.3	18.0	17.6	24.7	18.8	537,309	119,405	58,005	70,161	36,795	54,663	26,332
Monterey Park	61.4	.0245	34.1	11.2	17.6	19.5	29.0	19.7	369,526	117,407	59,672	11,764	20,124	50,902	27,054
Norwalk	95.4	.0380	29.3	11.7	18.8	19.1	20.3	26.7	743,286	139,503	59,136	133,607	20,063	183,802	17,982
Palmdale	69.7	.0278	27.4	8.8	23.7	19.8	12.1	22.2	282,434	100,561	34,920	20,036	13,586	17,045	15,862
Paramount	48.2	.0192	25.6	13.6	19.6	17.0	14.5	13.1	209,148	76,922	19,187	9,739	18,830	19,394	6,398
● Pasadena	133.1	.0531	32.9	11.2	21.0	20.8	24.7	50.8	1,609,635	212,952	197,148	267 320	104,741	432,991	45,689
Pico Rivera	59.9	.0239	29.2	12.6	16.8	17.9	22.4	16.2	202,290	68,756	34,135	29,399	5,338	5,156	11,457
● Pomona	133.3	.0531	26.8	13.2	20.2	18.2	15.4	36.9	724,279	148,638	88,232	84,398	19,619	166,807	27,330
Rancho Palos Verdes	42.1	.0168	41.7	7.6	10.4	25.5	35.0	15.1	78,898	31,064	13,454	301	2,529	5,578	1,154

METRO & COUNTY TOTALS

CAL. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Redondo Beach	60.9	.0243	33.2	9.6	29.4	25.9	18.8	27.0	606,387	124,817	89,837	57,318	45,915	13,779	16,928
Rosemead	52.2	.0208	28.9	12.4	18.2	18.9	20.0	13.8	268,769	49,803	35,863	33,960	17,256	22,291	12,332
Santa Clarita	111.9	.0446	30.8	10.2	20.2	25.2	16.3	38.9	1,046,489	246,965	101,825	79,192	42,029	305,498	51,612
Santa Monica	87.9	.0350	38.3	7.1	22.4	26.8	29.8	45.4	1,551,859	161,164	228,704	113,768	122,452	434,512	55,516
South Gate	87.3	.0348	25.7	14.0	18.6	17.4	15.3	22.7	638,622	115,009	34,656	63,422	7,348	317,865	15,745
Torrance	134.7	.0537	35.8	9.1	19.1	23.6	27.7	53.2	2,544,617	339,093	210,982	370,967	298,888	567,712	66,351
West Covina	97.2	.0388	31.1	11.3	17.8	21.7	21.4	30.4	999,801	178,641	84,909	121,923	53,004	327,526	38,951
Whittier	78.6	.0313	32.1	11.1	18.2	19.1	25.7	28.0	727,950	109,785	60,468	70,073	40,527	239,096	29,012
SUBURBAN TOTAL	4,645.7	1.8523	30.8	11.4	18.8	21.0	21.2	1,505.8	36,569,530	6,702,084	3,974,965	3,856,213	2,359,742	8,261,138	1,372,127
LOS ANGELES–ANAHEIM–RIVERSIDE CONSOLIDATED AREA	*14,823.7*	*5.9104*	*30.9*	*11.7*	*19.3*	*20.8*	*21.3*	*5,001.9*	*111,466,605*	*20,577,934*	*13,052,590*	*11,818,733*	*7,108,853*	*22,853,788*	*4,252,021*
MERCED	**181.8**	**.0724**	**28.0**	**10.7**	**17.1**	**18.0**	**19.9**	**56.4**	**848,452**	**210,467**	**72,516**	**77,394**	**37,416**	**148,720**	**63,359**
Merced	181.8	.0724	28.0	10.7	17.1	18.0	19.9	56.4	848,452	210,467	72,516	77,394	37,416	148,720	63,359
● Merced	57.3	.0228	27.2	11.2	18.0	17.4	18.5	18.6	523,838	117,483	34,792	65,777	28,295	116,485	39,042
SUBURBAN TOTAL	124.5	.0496	28.3	10.4	16.8	18.2	20.6	37.8	324,614	92,984	37,724	11,617	9,121	32,235	24,317
MODESTO	**384.4**	**.1532**	**30.5**	**9.7**	**17.4**	**20.1**	**22.1**	**130.2**	**2,519,243**	**540,675**	**240,313**	**280,870**	**161,919**	**449,934**	**211,561**
Stanislaus	384.4	.1532	30.5	9.7	17.4	20.1	22.1	130.2	2,519,243	540,675	240,313	280,870	161,919	449,934	211,561
● Modesto	170.9	.0681	30.8	9.4	17.7	21.2	21.3	60.1	1,555,796	302,935	148,639	236,159	115,249	261,475	121,365
● Turlock	43.8	.0175	30.3	10.9	18.1	18.9	22.6	15.2	333,227	85,720	34,430	27,685	18,662	51,316	34,291
SUBURBAN TOTAL	169.7	.0676	30.3	9.6	16.8	19.4	22.7	54.9	630,220	152,020	57,244	17,026	28,008	137,143	55,915
OAKLAND	**2,111.7**	**.8420**	**33.3**	**10.2**	**18.5**	**23.8**	**23.0**	**790.9**	**16,201,188**	**3,184,993**	**1,751,688**	**1,794,237**	**1,067,602**	**3,110,610**	**946,009**
Alameda	1,291.7	.5150	32.7	11.1	19.5	23.3	22.3	484.4	10,077,953	1,954,639	1,137,962	1,075,963	667,675	2,050,470	564,930
Alameda	77.2	.0308	33.3	13.3	20.2	23.1	23.4	29.4	860,571	123,511	84,042	226,388	37,676	116,727	47,634
● Berkeley	103.7	.0413	32.1	22.2	18.8	23.6	21.0	43.9	1,022,230	183,244	145,467	65,944	84,419	137,951	35,077
Fremont	175.0	.0698	31.7	9.5	21.7	24.3	18.5	60.8	1,360,268	261,324	131,234	75,985	99,203	411,433	66,035
Hayward	112.6	.0449	31.8	11.2	20.3	20.5	23.0	40.5	1,197,977	182,347	101,853	242,729	71,317	353,054	59,238
● Livermore	57.3	.0228	31.6	9.3	20.1	24.3	18.9	20.8	367,160	92,117	35,407	19,795	14,584	80,038	26,813
● Oakland	375.9	.1499	32.7	10.4	18.8	22.8	22.9	145.9	2,193,731	462,085	319,831	125,065	132,402	409,475	162,821

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Los Angeles Times
The Nation's Largest Metropolitan Daily Newspaper

Source: ABC Publisher's Statement for the six months ending March 31, 1991

Circle No. 129 on Reader Service Card

CAL. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Pleasanton	51.0	.0203	33.3	9.2	17.8	29.6	17.5	18.6	436,922	106,829	53,298	46,421	13,023	89,340	21,645
San Leandro	68.9	.0275	38.2	8.5	17.5	20.6	34.2	29.4	908,352	191,579	82,378	164,816	61,663	126,428	61,223
Union City	54.3	.0216	30.4	10.5	18.0	23.9	17.8	15.9	126,003	56,761	16,624		4,421	13,938	4,535
Contra Costa	**820.0**	**.3270**	**34.1**	**8.8**	**17.4**	**24.6**	**23.9**	**306.5**	**6,123,235**	**1,230,354**	**613,726**	**718,274**	**399,927**	**1,060,140**	**381,079**
Antioch	63.5	.0253	30.0	9.3	19.2	23.1	17.4	21.9	384,358	96,027	39,172	65,101	10,785	73,229	26,033
Concord	113.6	.0453	32.7	10.1	19.7	23.4	22.0	42.8	1,446,378	213,896	114,357	240,512	145,953	343,693	58,181
Pittsburg	48.5	.0193	29.0	10.4	20.5	20.6	17.1	16.0	202,392	58,026	18,950	4,065	6,231	48,565	19,756
Richmond	89.2	.0356	32.4	10.0	18.1	22.0	23.3	33.4	589,147	81,405	35,200	165,739	32,334	118,788	14,350
Walnut Creek	61.8	.0246	42.2	7.3	15.3	22.4	38.6	28.9	1,037,983	129,121	92,769	46,958	37,010	315,023	60,104
SUBURBAN TOTAL	**1,574.8**	**.6280**	**33.5**	**9.4**	**18.5**	**24.0**	**23.3**	**580.3**	**12,618,067**	**2,447,547**	**1,250,983**	**1,583,433**	**836,197**	**2,483,146**	**719,298**
OXNARD–VENTURA	**680.7**	**.2714**	**31.7**	**10.5**	**17.8**	**22.8**	**21.3**	**221.2**	**5,393,117**	**945,354**	**529,237**	**654,185**	**291,736**	**1,246,193**	**225,416**
Ventura	**680.7**	**.2714**	**31.7**	**10.5**	**17.8**	**22.8**	**21.3**	**221.2**	**5,393,117**	**945,354**	**529,237**	**654,185**	**291,736**	**1,246,193**	**225,416**
Camarillo	53.2	.0212	36.2	8.0	15.5	22.3	29.6	18.4	399,985	76,694	45,267	30,535	9,610	21,169	28,244
• Oxnard	144.7	.0577	28.5	12.5	18.9	18.9	18.8	40.0	945,128	168,829	107,691	117,919	56,552	240,812	34,358
Simi Valley	102.0	.0407	30.8	10.7	18.8	25.5	16.7	32.6	686,742	167,588	76,183	68,667	36,870	123,246	32,456
Thousand Oaks	106.2	.0423	34.7	10.2	15.4	25.6	23.0	37.1	1,255,982	149,259	109,882	178,662	71,930	407,408	58,305
• Ventura	94.2	.0376	33.7	9.7	19.1	23.0	24.6	36.0	1,287,921	178,009	115,174	133,765	97,813	393,520	41,495
SUBURBAN TOTAL	**441.8**	**.1761**	**32.3**	**10.1**	**17.3**	**24.0**	**21.4**	**145.2**	**3,160,068**	**598,516**	**306,372**	**402,501**	**137,371**	**611,861**	**149,563**
REDDING	**151.6**	**.0605**	**35.0**	**7.9**	**14.5**	**22.1**	**27.8**	**57.7**	**1,107,147**	**265,612**	**95,153**	**97,357**	**51,404**	**208,091**	**86,552**
Shasta	**151.6**	**.0605**	**35.0**	**7.9**	**14.5**	**22.1**	**27.8**	**57.7**	**1,107,147**	**265,612**	**95,153**	**97,357**	**51,404**	**208,091**	**86,552**
• Redding	68.5	.0273	33.6	9.1	16.2	20.8	26.9	26.9	855,935	165,424	75,260	93,400	47,167	190,825	65,842
SUBURBAN TOTAL	**83.1**	**.0332**	**36.2**	**6.9**	**13.2**	**23.2**	**28.7**	**30.8**	**251,212**	**100,188**	**19,893**	**3,957**	**4,237**	**17,266**	**20,710**
RIVERSIDE–SAN BERNARDINO	**2,724.0**	**1.0861**	**30.3**	**10.3**	**18.4**	**19.7**	**21.6**	**913.7**	**16,764,591**	**3,418,619**	**1,681,303**	**2,050,248**	**859,795**	**3,403,243**	**634,282**
Riverside	**1,242.1**	**.4953**	**31.5**	**9.7**	**17.8**	**19.1**	**24.7**	**427.4**	**7,584,296**	**1,603,684**	**796,533**	**735,115**	**375,498**	**1,621,963**	**295,750**
Corona	80.8	.0322	28.4	11.5	21.2	21.1	14.7	25.4	644,475	106,132	57,016	47,625	17,783	251,455	19,395
Moreno Valley	126.1	.0503	27.0	8.6	21.3	21.3	11.6	37.1	152,851	33,969	17,751	3,982	12,241	6,258	14,277
• Palm Springs	42.6	.0170	43.9	7.7	14.2	18.9	42.7	19.7	627,822	111,205	94,047	51,770	25,312	132,483	28,705
• Riverside	240.4	.0958	29.0	13.1	19.2	19.6	18.9	80.1	2,254,954	325,004	[illegible]	301,199	151,262	642,500	58,241

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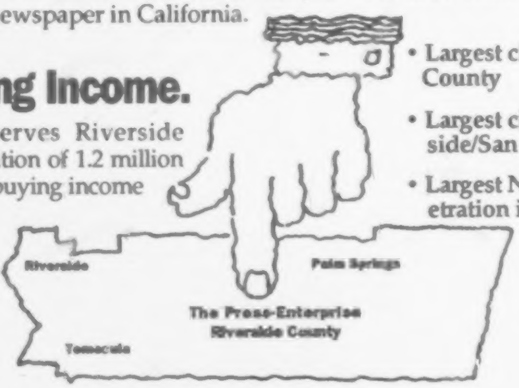

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Source: Audit Bureau of Circulations, one-day gross distribution, March 31, 1991; State Board of Equalization and Department of Finance.

NDM: Newspaper Designated Market
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Circle No. 133 on Reader Service Card

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
San Bernardino	1,481.9	.5908	29.3	10.7	18.9	20.2	19.0	486.3	9,180,295	1,814,935	884,770	1,315,133	484,297	1,781,280	338,532
Apple Valley	48.1	.0192	30.7	8.5	16.7	20.8	22.0	16.3	91,051	34,644	8,302	1,279	782	4,939	9,174
Chino	62.4	.0249	28.4	14.3	21.3	22.8	13.2	16.3	386,094	84,984	40,330	78,006	13,028	65,669	17,189
Colton	42.0	.0167	27.2	12.4	22.2	17.5	15.2	14.1	469,984	71,906	32,158	136,714	9,882	103,023	12,172
Fontana	91.5	.0365	26.4	10.5	21.8	18.6	12.7	27.6	474,261	125,572	48,710	46,919	12,045	111,201	23,829
Hesperia	52.7	.0210	30.1	8.3	16.7	19.7	22.1	17.3	221,074	78,169	21,411	14,453	10,214	13,449	13,416
Ontario	139.1	.0555	27.3	12.2	20.5	19.4	14.8	42.1	975,144	189,891	93,683	108,217	19,681	279,341	30,943
Rancho Cucamonga	105.9	.0422	29.2	9.7	20.1	24.8	13.6	35.1	322,460	91,381	56,123	30,664	11,958	17,351	16,672
Redlands	63.1	.0252	32.3	10.7	16.6	22.3	23.3	23.0	558,805	97,514	57,009	62,727	27,553	181,155	28,793
Rialto	75.6	.0301	27.5	9.6	18.3	20.0	16.2	22.9	259,028	99,784	28,042	21,301	3,716	11,770	14,777
• San Bernardino	171.5	.0684	28.3	11.7	19.4	17.4	19.7	56.9	1,816,572	251,658	175,347	389,762	148,453	329,908	50,008
Upland	66.2	.0264	32.5	10.4	17.1	23.5	22.1	24.1	556,997	108,005	54,320	48,761	27,515	148,090	32,306
Victorville	42.5	.0169	29.6	9.8	19.5	17.5	22.0	14.9	584,816	101,615	50,698	90,692	49,073	135,307	19,027
SUBURBAN TOTAL	2,269.5	.9049	30.4	9.9	18.4	19.9	21.6	757.0	12,065,243	2,730,752	1,216,337	1,307,517	534,768	2,298,352	497,328
SACRAMENTO	1,523.3	.6073	32.3	10.3	18.4	22.1	22.9	572.8	11,481,756	2,309,094	1,235,367	1,320,318	619,863	2,473,348	617,033
El Dorado	129.9	.0518	35.4	6.6	16.1	25.6	25.2	48.3	776,608	206,765	86,575	23,517	35,765	117,438	67,051
Placer	179.3	.0715	35.2	7.6	15.7	25.2	25.2	66.6	1,539,316	288,358	150,550	52,034	53,382	500,483	83,826
• Roseville	46.4	.0185	33.2	7.8	18.0	24.3	22.5	17.2	702,784	88,981	42,843	27,435	12,903	328,086	27,763

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METRO & COUNTY TOTALS

CAL. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Sacramento	**1,070.6**	**.4268**	**31.9**	**10.1**	**19.1**	**21.5**	**22.7**	**406.0**	**8,329,954**	**1,601,684**	**903,175**	**1,196,939**	**508,319**	**1,688,457**	**402,345**
• Sacramento	379.8	.1514	31.9	10.4	19.1	20.7	23.4	148.5	2,955,198	623,547	375,026	465,166	120,631	511,958	150,130
Yolo	**143.5**	**.0572**	**29.1**	**18.5**	**17.4**	**19.6**	**20.1**	**51.9**	**835,878**	**212,287**	**95,067**	**47,828**	**22,397**	**166,970**	**63,809**
• Davis	47.0	.0187	25.6	31.9	18.2	18.8	14.2	18.2	280,336	75,196	35,894	186	5,343	76,110	22,650
• Woodland	40.5	.0161	31.3	9.4	17.7	21.0	22.4	14.4	348,283	73,532	27,591	42,350	10,814	74,976	27,510
SUBURBAN TOTAL	1,009.6	.4026	32.7	9.4	18.2	22.7	23.2	374.5	7,195,155	1,447,838	754,013	785,181	470,172	1,482,218	388,980
SALINAS-SEASIDE-MONTEREY	**363.1**	**.1448**	**29.8**	**13.0**	**19.2**	**19.7**	**20.3**	**115.5**	**2,371,488**	**419,467**	**326,116**	**236,224**	**129,134**	**401,701**	**129,995**
Monterey	**363.1**	**.1448**	**29.8**	**13.0**	**19.2**	**19.7**	**20.3**	**115.5**	**2,371,488**	**419,467**	**326,116**	**236,224**	**129,134**	**401,701**	**129,995**
• Monterey	32.6	.0130	31.9	15.1	23.8	19.2	23.5	12.9	488,973	104,369	97,438	72,270	30,275	34,888	26,301
• Salinas	111.1	.0443	27.9	12.1	19.5	18.3	17.8	34.1	954,143	174,536	88,050	125,327	59,776	176,271	63,765
• Seaside	39.7	.0158	25.4	22.0	21.4	16.2	13.2	10.9	295,758	13,179	23,483	8,958	16,826	173,317	2,223
SUBURBAN TOTAL	179.7	.0717	31.8	11.1	17.8	21.4	22.9	57.6	632,614	127,383	117,145	29,669	22,257	17,225	37,706
SAN DIEGO	**2,562.9**	**1.0218**	**31.1**	**13.3**	**19.8**	**20.4**	**21.8**	**911.8**	**19,209,425**	**3,415,262**	**2,197,424**	**2,276,586**	**1,302,092**	**3,879,113**	**738,583**
San Diego	**2,562.9**	**1.0218**	**31.1**	**13.3**	**19.8**	**20.4**	**21.8**	**911.8**	**19,209,425**	**3,415,262**	**2,197,424**	**2,276,586**	**1,302,092**	**3,879,113**	**738,583**
Carlsbad	64.8	.0258	35.3	8.8	18.8	24.8	25.8	25.7	829,497	111,101	59,154	120,634	37,167	327,859	19,714
Chula Vista	138.7	.0553	31.6	11.5	18.6	19.4	24.2	49.1	882,212	166,793	92,535	208,713	74,879	78,715	48,084
El Cajon	91.0	.0363	30.3	12.7	20.3	18.7	21.7	33.7	1,366,366	240,392	107,718	142,476	69,609	376,346	53,359
Encinitas	56.8	.0226	33.6	9.7	20.4	28.3	18.8	21.3	446,839	102,902	57,924	21,787	31,888	93,293	26,980
• Escondido	111.5	.0445	31.1	11.2	19.9	19.0	23.2	40.3	1,619,335	184,391	99,330	220,670	67,634	551,140	44,063
La Mesa	54.3	.0216	35.1	12.1	20.1	19.4	30.8	23.8	902,000	133,361	76,383	116,476	57,540	290,483	18,420
National City	55.7	.0222	26.5	19.0	19.1	15.2	18.5	15.2	977,962	104,149	67,002	160,650	37,301	417,551	29,586
Oceanside	131.7	.0525	30.9	11.4	20.4	17.4	24.3	47.9	651,501	161,815	85,994	67,129	54,976	67,329	34,356
Poway	44.6	.0178	32.4	8.4	15.4	27.5	18.5	14.2	99,019	12,495	3,583	19,191	2,040	31,656	10,585
• San Diego	1,139.4	.4543	30.8	14.6	20.9	20.4	20.8	416.6	8,338,908	1,408,099	1,142,547	856,540	727,487	1,385,026	320,489
Santee	54.3	.0216	30.7	9.5	20.3	23.4	17.8	18.2	47,881	10,323	8,698		808	4,421	4,377
Vista	73.7	.0294	29.8	12.7	20.8	17.5	21.8	26.0	317,262	105,254	31,831	22,662	14,079	40,116	22,192
SUBURBAN TOTAL	1,312.0	.5230	31.3	12.4	18.7	20.6	22.6	454.9	9,251,182	1,822,772	955,547	1,199,376	506,971	1,942,947	374,031
SAN FRANCISCO	**1,611.7**	**.6426**	**35.9**	**9.5**	**19.8**	**24.6**	**27.1**	**645.6**	**15,259,282**	**2,667,480**	**2,446,882**	**1,574,221**	**1,085,550**	**1,984,848**	**814,268**
Marin	**231.0**	**.0921**	**38.1**	**7.5**	**17.0**	**29.3**	**27.1**	**95.4**	**2,369,537**	**465,673**	**275,264**	**196,778**	**189,871**	**378,595**	**155,740**
Novato	47.8	.0191	34.3	8.5	17.9	25.8	22.8	18.3	345,524	90,884	36,808	5,224	18,592	65,458	32,798
San Rafael	48.6	.0194	37.2	9.8	18.7	25.9	28.1	20.4	906,179	104,580	68,946	139,163	107,627	203,572	43,034

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POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
San Francisco	**724.3**	**.2888**	**36.0**	**10.3**	**21.7**	**23.8**	**27.9**	**305.7**	**6,773,833**	**1,161,807**	**1,408,463**	**605,615**	**436,404**	**461,000**	**302,594**
● San Francisco	724.3	.2888	36.0	10.3	21.7	23.8	27.9	305.7	6,773,833	1,161,807	1,408,463	605,615	436,404	461,000	302,594
San Mateo	**656.4**	**.2617**	**34.9**	**9.4**	**18.6**	**23.6**	**26.3**	**244.5**	**6,115,912**	**1,039,920**	**763,155**	**771,828**	**459,275**	**1,145,253**	**355,934**
Daly City	93.3	.0372	32.7	11.3	18.9	21.4	24.3	29.3	734,289	86,382	77,427	150,617	93,231	90,065	55,631
Redwood City	66.8	.0266	33.1	10.1	21.9	22.7	23.1	25.8	927,982	137,159	97,595	144,270	46,093	218,729	46,954
San Mateo	86.4	.0344	36.6	8.9	19.5	22.7	29.9	35.9	1,020,712	141,561	104,248	190,230	86,641	103,674	61,868
South San Francisco	54.9	.0219	33.4	10.2	18.3	21.2	26.0	18.7	619,634	114,591	132,514	92,974	42,478	64,767	25,331
SUBURBAN TOTAL	**887.4**	**.3538**	**35.9**	**8.9**	**18.2**	**25.2**	**26.4**	**339.9**	**8,485,449**	**1,505,593**	**1,038,419**	**968,606**	**649,146**	**1,523,848**	**511,674**
SAN FRANCISCO–OAKLAND–SAN JOSE CONSOLIDATED AREA	***6,334.1***	***2.5255***	***33.6***	***10.2***	***15.3***	***23.8***	***23.5***	***2,360.1***	***51,794,161***	***9,713,714***	***6,454,949***	***5,482,607***	***3,535,797***	***8,899,229***	***2,919,524***
SAN JOSE	**1,512.9**	**.6032**	**32.0**	**11.2**	**20.9**	**22.8**	**21.0**	**525.7**	**12,499,406**	**2,131,411**	**1,416,321**	**1,398,084**	**959,016**	**2,331,389**	**684,080**
Santa Clara	1,512.9	.6032	32.0	11.2	20.9	22.8	21.0	525.7	12,499,406	2,131,411	1,416,321	1,398,084	959,016	2,331,389	684,080
Cupertino	40.7	.0162	36.3	7.7	17.8	27.5	25.1	15.5	531,566	59,408	80,911	141,461	35,814	9,321	25,595
Milpitas	51.2	.0204	30.4	10.6	23.4	23.8	15.4	14.2	301,517	69,768	43,656	43,999	9,934	14,231	28,792
Mountain View	68.2	.0272	32.9	10.1	27.7	23.4	20.9	30.3	602,488	106,669	66,951	107,931	83,088	31,139	59,210
● Palo Alto	56.5	.0225	38.1	8.0	18.6	25.8	29.8	24.5	912,710	110,770	131,058	84,916	49,124	117,246	26,040
● San Jose	790.3	.3151	[illegible]	11.5	21.1	22.2	18.3	252.8	4,798,125	1,009,262	529,708	489,764	334,780	759,087	269,060
Santa Clara	94.6	.0377	[illegible]	13.2	24.0	21.2	22.6	36.9	1,638,100	151,945	124,767	239,898	185,265	508,781	59,920
Sunnyvale	118.4	.0472	[illegible]	[illegible]	24.5	21.8	24.4	48.8	1,174,789	180,331	139,415	175,448	70,152	243,107	71,222
SUBURBAN TOTAL	**666.1**	**.2656**	**33.3**	**11.2**	**20.9**	**23.1**	**23.4**	**248.4**	**6,788,571**	**1,011,379**	**755,555**	**823,404**	**575,112**	**1,455,056**	**388,980**
SANTA BARBARA–SANTA MARIA–LOMPOC	**373.5**	**.1489**	**31.7**	**14.4**	**18.0**	**19.8**	**24.3**	**131.2**	**2,769,076**	**664,990**	**349,571**	**190,026**	**164,618**	**431,356**	**149,190**
Santa Barbara	373.5	.1489	31.7	14.4	18.0	19.8	24.3	131.2	2,769,076	664,990	349,571	190,026	164,618	431,356	149,190
● Lompoc	38.0	.0152	30.6	9.0	21.1	20.7	20.0	12.6	219,999	55,099	23,747	12,110	11,461	41,879	17,010
● Santa Barbara	86.5	.0345	34.1	13.0	20.5	20.9	27.2	34.7	1,042,505	205,634	158,225	74,092	80,807	155,596	49,605
● Santa Maria	61.9	.0247	29.6	11.4	18.6	16.9	22.9	20.1	612,004	115,166	53,581	68,130	35,375	160,089	32,255
SUBURBAN TOTAL	**187.1**	**.0745**	**31.5**	**17.2**	**16.0**	**20.1**	**24.3**	**63.8**	**894,568**	**289,091**	**114,018**	**35,694**	**36,975**	**73,792**	**50,320**
SANTA CRUZ	**233.1**	**.0929**	**33.0**	**12.0**	**17.4**	**24.8**	**21.7**	**84.8**	**1,911,040**	**436,156**	**216,282**	**107,250**	**92,993**	**453,439**	**106,599**
Santa Cruz	233.1	.0929	33.0	12.0	17.4	24.8	21.7	84.8	1,911,040	436,156	216,282	107,250	92,993	453,439	106,599
● Santa Cruz	49.8	.0199	30.6	20.9	18.8	23.2	18.6	18.4	633,807	116,588	88,335	37,475	27,872	164,276	27,476
SUBURBAN TOTAL	**183.3**	**.0730**	**33.7**	**9.6**	**17.2**	**25.2**	**22.5**	**66.4**	**1,277,233**	**319,568**	**127,947**	**69,775**	**65,121**	**289,163**	**79,123**
SANTA ROSA–PETALUMA	**397.7**	**.1586**	**34.9**	**8.8**	**16.6**	**24.8**	**25.0**	**152.7**	**3,176,962**	**683,829**	**309,062**	**331,347**	**197,845**	**508,593**	**193,772**
Sonoma	397.7	.1586	34.9	8.8	16.6	24.8	25.0	152.7	3,176,962	683,829	309,062	331,347	197,845	508,593	193,772
● Petaluma	44.2	.0176	33.8	8.4	17.7	25.3	22.6	16.4	401,091	93,973	48,215	36,921	18,945	72,432	31,026
● Santa Rosa	116.1	.0463	35.1	9.5	16.4	22.9	27.2	46.8	1,785,299	295,615	132,680	273,035	143,079	343,954	83,832
SUBURBAN TOTAL	**237.4**	**.0947**	**35.0**	**8.5**	**16.6**	**25.5**	**24.4**	**89.5**	**990,572**	**294,241**	**128,167**	**21,391**	**35,821**	**92,207**	**78,914**
STOCKTON	**490.6**	**.1956**	**30.8**	**10.2**	**17.1**	**20.4**	**22.5**	**161.6**	**2,971,609**	**593,840**	**316,491**	**304,510**	**149,971**	**615,551**	**204,189**
San Joaquin	490.6	.1956	30.8	10.2	17.1	20.4	22.5	161.6	2,971,609	593,840	316,491	304,510	149,971	615,551	204,189
● Lodi	52.9	.0211	33.4	9.5	18.1	19.5	27.6	19.4	488,283	88,433	45,040	34,422	29,083	111,951	40,470
Manteca	41.6	.0166	29.3	9.5	18.6	21.6	17.7	13.7	297,144	74,960	28,857	10,059	11,429	79,857	27,816
● Stockton	215.3	.0858	29.3	11.1	16.3	19.7	21.0	70.2	1,624,148	269,308	186,954	238,480	87,785	324,687	88,675
SUBURBAN TOTAL	**222.4**	**.0887**	**31.6**	**9.6**	**17.7**	**21.2**	**22.8**	**72.0**	**859,178**	**236,099**	**84,497**	**31,608**	**33,103**	**178,913**	**75,044**

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POPULATION — RETAIL SALES BY STORE GROUP

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
VALLEJO–FAIRFIELD–NAPA	**467.0**	**.1862**	**31.9**	**9.9**	**18.2**	**22.8**	**21.6**	**160.4**	**2,746,283**	**609,925**	**314,714**	**277,468**	**132,791**	**510,250**	**174,796**
Napa	112.6	.0449	36.6	9.1	15.0	22.5	30.1	42.0	739,624	165,870	105,588	46,238	33,331	111,988	51,059
• Napa	62.9	.0251	34.8	9.3	16.3	22.2	27.5	24.3	531,546	124,289	51,434	42,129	26,115	80,303	44,920
Solano	354.4	.1413	30.7	10.2	19.1	22.9	18.9	118.4	2,006,659	444,055	209,126	231,230	99,460	398,362	123,737
• Fairfield	80.4	.0321	28.9	11.6	20.4	20.4	17.2	26.5	661,039	71,266	47,916	168,823	38,003	140,651	30,979
Vacaville	74.4	.0297	30.7	10.3	22.5	23.9	16.4	23.6	325,521	89,291	51,747	11,664	13,174	40,725	25,382
• Vallejo	113.7	.0453	31.3	10.7	17.6	21.9	21.6	38.9	699,982	152,835	61,489	47,635	36,300	194,825	45,306
SUBURBAN TOTAL	210.0	.0837	32.6	9.0	18.2	24.3	21.4	70.7	853,716	261,535	153,875	18,881	32,373	94,571	53,591
VISALIA–TULARE–PORTERVILLE	**318.7**	**.1271**	**29.2**	**10.0**	**15.9**	**18.8**	**22.0**	**100.0**	**1,618,380**	**452,413**	**131,767**	**128,388**	**85,574**	**277,452**	**121,804**
Tulare	318.7	.1271	29.2	10.0	15.9	18.8	22.0	100.0	1,618,380	452,413	131,767	128,388	85,574	277,452	121,804
• Porterville	30.2	.0120	29.6	9.6	16.1	18.5	22.8	9.8	295,475	90,270	18,432	14,076	7,365	58,422	28,637
• Tulare	34.0	.0136	28.4	9.7	16.4	17.9	21.3	11.1	207,015	56,486	18,591	8,143	14,701	32,927	21,681
• Visalia	77.3	.0308	30.6	9.5	16.5	20.8	21.9	26.7	746,143	150,571	61,664	94,187	53,762	136,052	44,530
SUBURBAN TOTAL	177.2	.0707	28.7	10.4	15.4	18.2	22.1	52.4	369,747	155,086	33,080	11,982	9,746	50,051	26,956
YUBA CITY	**124.4**	**.0497**	**31.0**	**9.9**	**16.4**	**19.2**	**24.2**	**43.6**	**677,006**	**200,884**	**57,251**	**65,830**	**35,872**	**113,917**	**33,587**
Sutter	65.4	.0261	32.5	9.2	16.1	20.2	25.8	23.5	410,837	140,153	36,225	35,046	27,892	56,708	18,442
• Yuba City	27.9	.0111	30.3	10.9	18.3	18.7	22.8	10.8	367,635	125,436	32,278	32,395	24,917	52,006	17,996
Yuba	59.0	.0236	29.4	10.6	17.0	18.0	22.5	20.1	266,169	60,731	21,026	30,784	7,980	57,209	15,145
SUBURBAN TOTAL	96.5	.0386	31.2	9.6	15.9	19.3	24.7	32.8	309,371	75,448	24,973	33,435	10,955	61,911	15,591
OTHER COUNTIES															
Alpine	1.1	.0004	33.2	8.9	19.1	23.2	23.3	.4	1,710	59	285	91		88	
Amador	31.6	.0126	38.2	10.1	15.8	22.0	33.2	11.2	156,721	52,010	15,856	579	9,921	8,994	16,574
Calaveras	33.0	.0132	39.7	5.0	12.5	22.7	34.9	13.1	128,006	36,243	13,796	2,753	8,265	3,078	8,258
Colusa	16.5	.0065	32.0	8.6	15.0	19.8	25.7	5.7	73,831	28,663	10,308	153	877	6,531	4,411
Del Norte	23.9	.0095	32.4	9.1	18.8	19.7	25.3	8.2	107,884	33,114	13,296	1,622	2,170	2,347	10,381
Glenn	25.0	.0099	32.5	8.3	14.7	19.5	26.8	8.9	99,899	31,487	10,884	2,222	1,796	10,877	7,998
Humboldt	120.1	.0479	33.2	10.9	16.1	22.7	24.4	46.8	786,430	183,715	78,863	51,191	30,789	103,910	64,949
Imperial	111.1	.0443	28.7	9.9	15.2	18.0	22.3	33.4	566,318	161,223	49,161	65,016	12,551	69,369	33,723
Inyo	18.3	.0073	39.3	5.5	13.2	22.3	34.6	7.6	172,659	34,315	25,360	5,364	4,599	20,788	9,753
Kings	103.8	.0414	28.3	12.6	20.7	18.9	17.2	29.9	423,638	105,121	51,360	34,389	18,573	78,313	27,904
Lake	51.7	.0206	40.6	5.5	12.3	19.9	38.3	21.3	276,639	90,233	26,250	14,634	4,961	37,132	26,832
Lassen	28.3	.0113	32.0	11.4	19.7	22.2	21.9	8.8	119,318	23,006	16,802	2,678	3,454	16,087	15,548
Madera	92.0	.0367	31.8	8.9	14.5	20.5	24.8	29.7	375,852	117,729	42,598	12,906	7,943	62,897	33,299
Mariposa	14.6	.0058	39.3	6.3	14.1	22.2	34.4	5.7	72,248	15,667	10,453	97	1,216	617	1,272
Mendocino	81.2	.0324	35.6	7.4	14.1	24.5	26.6	30.8	568,927	161,254	65,812	24,109	24,676	68,878	48,182
Modoc	9.7	.0039	37.3	6.2	13.0	21.3	32.3	3.7	41,106	10,414	5,159	444	1,247	6,496	1,777
Mono	10.1	.0040	32.2	9.5	22.2	26.0	17.7	4.0	87,547	18,192	26,136	203	603	238	2,307
Nevada	80.8	.0322	39.3	5.4	12.3	24.9	33.1	31.7	488,463	125,165	46,854	18,127	27,727	52,090	39,489
Plumas	20.0	.0079	39.2	4.8	12.5	23.2	33.9	8.2	112,264	32,303	11,960	2,192	2,764	15,458	8,221
San Benito	37.7	.0151	30.3	9.9	16.9	20.9	21.1	11.7	159,115	40,844	17,238	1,503	4,965	28,138	13,636
San Luis Obispo	222.8	.0889	33.1	14.2	16.9	21.1	25.7	87.5	1,595,451	371,734	210,367	107,586	77,002	241,913	88,930
San Luis Obispo	43.0	.0171	26.8	33.1	[illegible]	16.0	20.6	[illegible]	661,941	123,811	66,344	57,955	40,904	161,806	27,084
Sierra	3.3	.0013	38.9	4.3	12.8	24.3	32.4	1.3	9,872	3,807	1,741		382	212	221
Siskiyou	43.9	.0175	37.5	6.5	12.6	22.6	31.5	17.5	256,807	75,700	26,274	2,631	6,040	24,305	24,718
Tehama	50.4	.0201	36.1	7.2	13.9	19.7	31.9	19.0	287,783	72,586	27,273	7,177	9,571	55,536	19,522
Trinity	13.2	.0052	37.9	5.6	12.7	24.3	30.9	5.2	46,562	18,967	7,493	2,279	547	3,057	1,193
Tuolumne	49.7	.0198	37.4	7.7	15.8	22.2	31.7	18.5	294,624	75,810	40,703	9,872	13,721	31,457	35,144
TOTAL METRO COUNTIES	**29,059.2**	**11.5862**	**31.5**	**11.4**	**19.0**	**21.3**	**22.1**	**10,128.8**	**217,756,206**	**41,341,690**	**25,437,712**	**23,134,960**	**13,876,513**	**42,525,795**	**10,113,617**
TOTAL STATE	**30,353.0**	**12.1019**	**31.6**	**11.3**	**18.9**	**21.3**	**22.2**	**10,593.6**	**225,065,880**	**43,261,051**	**26,289,994**	**23,504,778**	**14,152,873**	**43,474,601**	**10,658,059**

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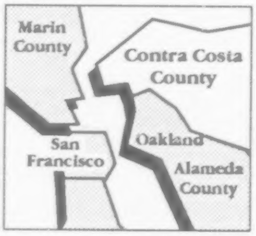

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EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ANAHEIM–SANTA ANA	**43,950,506**	**41,179**	**12.8**	**20.7**	**19.1**	**39.6**	**1.1915**
Orange	43,950,506	41,179	12.8	20.7	19.1	39.6	1.1915
● Anaheim	4,135,131	36,418	15.1	23.7	19.1	33.0	.1184
Buena Park	1,113,457	41,095	12.3	20.6	22.7	37.2	.0347
Costa Mesa	1,743,799	35,689	15.2	24.1	19.6	31.4	.0665
Cypress	841,087	50,734	8.5	15.7	20.1	50.9	.0198
Fountain Valley	1,086,568	54,554	6.7	15.0	18.6	56.8	.0272
Fullerton	2,164,656	39,046	13.6	21.7	18.1	37.7	.0600
Garden Grove	2,149,304	39,376	13.2	21.9	21.4	35.4	.0622
Huntington Beach	3,746,960	43,872	11.4	19.6	19.6	42.9	.0947
Irvine	2,718,991	56,652	5.4	15.3	17.8	58.5	.0661
Laguna Niguel	1,149,461	54,139	6.3	14.7	20.5	55.5	.0240
La Habra	870,026	38,165	13.6	23.1	19.9	34.9	.0237
Mission Viejo	1,579,315	54,131	5.2	13.3	21.4	56.6	.0381
Newport Beach	2,160,571	48,480	11.0	17.7	14.3	48.9	.0564
Orange	1,886,269	40,462	13.0	21.0	18.9	38.6	.0611
Placentia	773,976	49,676	9.3	17.8	18.5	49.6	.0180
San Clemente	820,624	35,151	17.0	23.4	16.1	34.1	.0193
● Santa Ana	3,029,572	33,320	17.0	24.7	20.5	26.9	.1041
Tustin	882,105	36,198	14.9	25.6	19.9	31.7	.0246
Westminster	1,277,780	42,315	11.8	20.0	20.7	40.0	.0403
Yorba Linda	1,102;300	55,724	5.7	13.7	20.8	57.3	.0231
SUBURBAN TOTAL	36,785,803	42,839	12.0	20.0	18.8	41.9	.9690
BAKERSFIELD	**7,252,385**	**28,797**	**20.3**	**24.0**	**18.2**	**22.9**	**.2043**
Kern	7,252,385	28,797	20.3	24.0	18.2	22.9	.2043
● Bakersfield	2,668,345	32,248	17.6	22.7	19.2	26.8	.0843
SUBURBAN TOTAL	4,584,040	27,165	21.7	24.7	17.6	20.8	.1200
CHICO	**2,125,935**	**20,435**	**26.9**	**25.8**	**13.2**	**11.9**	**.0640**
Butte	2,125,935	20,435	26.9	25.8	13.2	11.9	.0640
● Chico	416,172	17,033	25.9	22.7	11.9	9.4	.0176
SUBURBAN TOTAL	1,709,763	21,258	27.1	26.7	13.6	12.6	.0464
FRESNO	**8,660,195**	**27,326**	**21.3**	**24.8**	**16.7**	**21.9**	**.2516**
Fresno	8,660,195	27,326	21.3	24.8	16.7	21.9	.2516
Clovis	679,446	29,577	20.2	26.9	21.1	20.1	.0215
● Fresno	4,407,102	25,691	21.9	24.4	16.5	19.7	.1425
SUBURBAN TOTAL	4,253,093	29,489	20.5	25.2	17.0	24.6	.1091
LOS ANGELES–LONG BEACH	**138,244,091**	**32,976**	**17.0**	**22.2**	**17.1**	**30.3**	**3.8050**
Los Angeles	138,244,091	32,976	17.0	22.2	17.1	30.3	3.8050
Alhambra	1,163,162	30,844	18.2	25.2	19.0	25.3	.0367
Arcadia	1,123,421	46,128	12.6	17.0	16.2	46.6	.0294
Azusa	508,122	31,393	18.2	25.8	21.5	23.4	.0163
Baldwin Park	638,215	31,558	16.5	26.6	23.0	20.9	.0181
Bellflower	930,807	32,276	16.6	23.9	21.2	25.1	.0251
Bell Gardens	276,563	23,119	24.8	31.3	15.5	11.2	.0091
● Burbank	1,797,815	34,580	16.2	23.9	18.0	31.5	.0489
Carson	1,278,650	45,728	10.6	17.9	21.0	44.1	.0367
Cerritos	982,680	59,256	3.9	10.9	18.5	64.2	.0418
Compton	793,622	26,113	20.2	24.3	17.0	20.0	.0226
Covina	676,168	34,868	15.7	22.5	19.9	29.9	.0243
Diamond Bar	1,082,755	56,550	4.4	11.7	21.6	59.7	.0234
Downey	1,608,978	37,991	15.1	22.4	19.8	34.4	.0495
El Monte	928,646	26,986	21.4	26.3	18.2	18.8	.0353
Gardena	799,600	35,152	15.2	23.7	20.4	29.8	.0246
Glendale	3,142,571	32,343	16.9	23.9	17.2	29.2	.0889
Glendora	882,569	45,726	11.3	17.0	19.8	44.6	.0244
Hawthorne	1,152,223	33,419	16.5	25.9	19.5	28.2	.0306
Huntington Park	420,138	22,304	24.3	27.8	14.7	13.0	.0157
Inglewood	1,373,495	28,439	18.1	27.0	16.8	22.6	.0401
Lakewood	1,359,442	44,613	10.3	18.0	24.1	41.4	.0390
La Mirada	741.634	49,557	6.7	16.1	22.5	49.4	.0182
Lancaster	1,553,012	38,447	13.1	20.9	21.1	33.8	.0435
● Long Beach	6,639,914	29,092	19.1	22.9	16.8	25.4	.1744
● Los Angeles	53,681,844	28,965	19.1	22.4	15.2	27.1	1.4565
Lynwood	513,127	28,532	18.0	25.9	19.4	20.6	.0151
Montebello	821,391	33,527	15.3	23.9	18.9	29.0	.0255
Monterey Park	935,100	37,255	13.6	22.6	18.6	34.5	.0244
Norwalk	1,188,604	37,151	13.1	24.2	22.6	31.0	.0369
Palmdale	957,819	36.061	16.2	19.9	22.7	28.7	.0239
Paramount	480,089	28,760	18.8	27.8	18.0	21.5	.0142
● Pasadena	2,348,332	30,126	18.6	22.5	15.5	28.5	.0709
Pico Rivera	696,503	35,439	14.5	25.2	22.1	28.6	.0181
● Pomona	1,423,307	29,964	18.6	24.5	19.4	23.3	.0430
Rancho Palos Verdes	1,094,871	62,807	5.4	11.2	14.9	65.1	.0203
Redondo Beach	1,389,717	42,432	10.8	21.1	21.1	39.7	.0348
Rosemead	539,925	30,068	18.4	25.7	19.1	24.2	.0163
Santa Clarita	2,252,271	50,651	7.4	15.0	21.7	50.9	.0585
Santa Monica	2,086,448	31,719	17.6	24.2	16.9	28.6	.0626
South Gate	797,247	27,514	20.2	25.6	19.9	19.1	.0290
Torrance	2,947,386	46,171	10.5	18.4	18.9	45.6	.0951
West Covina	1,654,581	45,747	9.5	18.8	21.4	44.6	.0480
Whittier	1,395,464	37,086	15.3	21.1	18.4	34.4	.0383
SUBURBAN TOTAL	72,352,879	36,693	15.0	21.8	18.6	33.7	2.0113

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EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
LOS ANGELES–ANAHEIM–RIVERSIDE CONSOLIDATED AREA	***229,890,348***	***34,135***	***16.6***	***22.2***	***17.7***	***31.2***	***6.3173***
MERCED	**1,836,160**	**23,062**	**25.2**	**27.6**	**14.9**	**14.5**	**.0548**
Merced	1,836,160	23,062	25.2	27.6	14.9	14.5	.0548
● Merced	582,385	22,251	24.3	25.3	14.7	14.9	.0216
SUBURBAN TOTAL	1,253,775	23,395	25.7	28.8	15.0	14.3	.0332
MODESTO	**4,676,799**	**26,446**	**21.6**	**26.0**	**17.2**	**19.1**	**.1394**
Stanislaus	4,676,799	26,446	21.6	26.0	17.2	19.1	.1394
● Modesto	2,272,266	29,216	19.3	27.0	18.8	21.3	.0720
● Turlock	507,224	24,195	22.7	24.1	17.0	16.7	.0163
SUBURBAN TOTAL	1,894,309	24,217	23.7	25.5	15.5	17.4	.0511
OAKLAND	**38,360,531**	**38,096**	**14.4**	**19.7**	**18.0**	**36.0**	**.9854**
Alameda	21,355,660	34,211	16.1	21.0	18.1	30.9	.5754
Alameda	1,326,646	33,320	17.1	25.1	17.7	30.0	.0394
● Berkeley	1,719,080	24,778	21.3	21.7	13.4	22.8	.0498
Fremont	3,254,563	46,206	9.6	17.2	22.6	44.8	.0830
Hayward	1,788,764	36,613	14.3	22.9	21.3	31.3	.0544
● Livermore	1,081,870	45,523	9.7	17.2	22.8	43.6	.0261
● Oakland	5,387,066	25,306	20.3	22.1	14.9	21.7	.1434
Pleasanton	1,084,957	52,892	7.7	13.5	19.1	54.0	.0268
San Leandro	1,301,273	35,575	16.1	23.2	19.9	30.9	.0392
Union City	786,239	43,793	9.3	18.8	24.5	40.7	.0177
Contra Costa	17,004,871	44,583	11.9	17.8	17.5	44.1	.4100
Antioch	1,033,636	40,631	13.3	19.2	22.0	36.1	.0262
Concord	2,213,274	43,881	11.2	20.0	19.1	42.6	.0647
Pittsburg	714,928	38,727	12.7	20.1	20.6	34.5	.0175
Richmond	1,332,526	30,276	18.0	22.1	17.5	26.3	.0359
Walnut Creek	1,734,983	48,112	11.4	18.2	15.3	48.5	.0470
SUBURBAN TOTAL	30,172,515	41,889	12.6	19.1	18.8	40.4	.7661
OXNARD–VENTURA	**11,154,339**	**40,320**	**13.7**	**21.1**	**19.1**	**38.1**	**.3031**
Ventura	11,154,339	40,320	13.7	21.1	19.1	38.1	.3031
Camarillo	996,507	45,824	11.1	18.7	19.2	45.2	.0251
● Oxnard	1,728,880	33,357	17.1	26.0	19.9	27.5	.0519
Simi Valley	1,875,934	51,815	7.0	14.5	21.5	52.6	.0463
Thousand Oaks	2,222,216	51,196	8.9	17.1	17.9	51.3	.0611
● Ventura	1,639,548	35,605	16.2	22.5	18.3	32.6	.0523
SUBURBAN TOTAL	7,785,911	43,648	12.1	19.4	19.1	42.4	.1989
REDDING	**1,852,402**	**23,280**	**24.8**	**26.0**	**16.0**	**15.1**	**.0569**
Shasta	1,852,402	23,280	24.8	26.0	16.0	15.1	.0569
● Redding	879,469	23,328	24.5	25.8	15.8	15.9	.0322
SUBURBAN TOTAL	972,933	23,237	25.1	26.3	16.2	14.3	.0247
RIVERSIDE–SAN BERNARDINO	**36,541,412**	**29,951**	**19.6**	**24.2**	**18.3**	**24.4**	**1.0177**
Riverside	17,202,675	29,016	20.4	24.9	17.3	24.0	.4707
Corona	1,161,059	38,202	13.1	21.2	23.7	31.3	.0337
Moreno Valley	1,397,483	29,731	17.4	29.5	19.7	21.9	.0326
● Palm Springs	890,381	27,985	21.2	22.5	14.6	27.4	.0265
● Riverside	3,396,641	32,722	17.3	23.8	18.5	28.2	.1051
San Bernardino	19,338,737	30,889	18.9	23.6	19.2	24.7	.5470
Apple Valley	708,414	36,442	17.1	20.0	21.1	31.1	.0155
Chino	855,978	45,216	9.7	17.0	23.1	42.6	.0236
Colton	512,591	27,881	19.1	26.8	19.0	20.3	.0185
Fontana	1,147,415	34,434	15.6	21.5	21.2	28.0	.0316
Hesperia	592,802	25,687	23.5	[illegible]	18.0	17.9	.0163
Ontario	1,829,666	36,673	15.0	22.3	22.3	30.4	.0534
Rancho Cucamonga	1,918,742	46,956	8.5	16.9	24.4	45.3	.0412
Redlands	1,122,055	37,089	14.1	20.6	18.2	34.6	.0303
Rialto	1,038,355	39,284	14.1	21.1	25.0	31.5	.0252
● San Bernardino	2,135,912	27,276	20.7	23.6	17.6	21.3	.0744
Upland	1,255,803	40,793	12.4	20.3	18.7	39.2	.0325
Victorville	563,786	29,043	22.2	24.4	17.8	23.8	.0212
SUBURBAN TOTAL	30,118,478	29,928	19.8	24.2	18.5	24.2	.8117
SACRAMENTO	**24,040,002**	**31,903**	**18.0**	**23.1**	**18.6**	**27.3**	**.6556**
El Dorado	1,939,021	30,880	18.8	26.1	19.4	24.1	.0510
Placer	2,939,695	33,933	17.6	22.1	18.5	30.0	.0818
● Roseville	705,527	32,605	19.8	21.5	19.5	27.3	.0255
Sacramento	17,162,763	32,358	17.6	23.2	18.8	27.7	.4689
● Sacramento	5,648,346	27,179	20.5	22.7	16.4	23.1	.1601
Yolo	1,998,523	26,844	20.9	22.3	16.4	23.1	.0539
● Davis	699,572	25,901	21.2	20.4	14.7	24.6	.0184
● Woodland	595,469	32,013	17.6	23.9	20.7	24.6	.0175
SUBURBAN TOTAL	16,391,088	34,033	16.3	23.6	19.5	29.2	.4341
SALINAS–SEASIDE–MONTEREY	**5,124,392**	**31,878**	**18.0**	**25.6**	**19.1**	**26.1**	**.1417**
Monterey	5,124,392	31,878	18.0	25.6	19.1	26.1	.1417
● Monterey	562,853	31,911	17.7	26.2	19.4	25.7	.0188
● Salinas	1,357,692	30,883	17.8	25.8	20.1	23.7	.0441
● Seaside	464,373	26,831	23.1	29.8	18.6	16.4	.0147
SUBURBAN TOTAL	2,739,474	33,722	17.3	24.3	18.6	29.6	.0641
SAN DIEGO	**41,179,182**	**32,013**	**18.2**	**24.2**	**17.7**	**28.2**	**1.1115**
San Diego	41,179,182	32,013	18.2	24.2	17.7	28.2	1.1115
Carlsbad	1,373,665	41,889	13.7	19.6	17.7	40.7	.0386
Chula Vista	2,105,604	33,991	16.8	23.6	19.1	29.5	.0558
El Cajon	1,296,237	28,343	20.7	25.6	17.2	22.8	.0485
Encinitas	998,565	35,050	15.4	24.5	16.5	33.5	.0262
● Escondido	1,554,774	28,888	21.5	25.2	18.7	22.4	.0580
La Mesa	998,600	31,436	19.2	24.3	19.3	25.8	.0336
National City	568,997	23,073	25.1	29.4	14.5	13.4	.0288
Oceanside	1,883,620	28,563	22.4	27.3	17.2	22.9	.0482
Poway	782,349	45,248	9.9	18.7	22.2	44.0	.0164
● San Diego	18,660,347	30,642	18.8	24.4	16.9	27.0	.4959
Santee	817,562	39,152	12.5	22.6	25.4	31.7	.0168
Vista	1,010,750	28,536	22.0	26.7	16.9	22.9	.0256
SUBURBAN TOTAL	20,964,061	33,614	17.5	23.8	18.3	29.8	.5576
SAN FRANCISCO	**33,842,289**	**38,826**	**13.7**	**21.1**	**17.5**	**37.4**	**.8654**
Marin	5,855,382	46,523	11.0	18.2	16.7	46.8	.1415

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POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
BOULDER–LONGMONT	**227.3**	**.0906**	**31.4**	**14.3**	**19.5**	**25.0**	**18.0**	**89.2**
Boulder	227.3	.0906	31.4	14.3	19.5	25.0	18.0	89.2
• Boulder	84.0	.0335	29.3	25.9	20.3	21.7	16.7	35.0
• Longmont	52.0	.0207	31.8	8.5	18.6	23.4	20.7	19.7
SUBURBAN TOTAL	91.3	.0364	33.3	6.8	19.0	28.9	17.9	34.5
COLORADO SPRINGS	**405.0**	**.1615**	**30.3**	**12.0**	**19.4**	**21.8**	**19.1**	**150.1**
El Paso	405.0	.1615	30.3	12.0	19.4	21.8	19.1	150.1
• Colorado Springs	286.8	.1143	31.1	10.8	19.9	22.0	20.3	113.1
SUBURBAN TOTAL	118.2	.0472	28.1	14.8	18.3	21.2	16.0	37.0
DENVER	**1,633.3**	**.6512**	**32.7**	**8.9**	**19.4**	**24.2**	**21.4**	**653.0**
Adams	266.3	.1061	30.6	9.8	19.5	21.7	19.8	96.8
Thornton	55.3	.0220	28.7	9.2	21.2	23.1	13.6	19.1
Westminster	75.0	.0299	29.9	9.5	22.1	24.8	13.8	28.0
Arapahoe	396.8	.1582	32.3	8.7	19.2	25.9	18.9	156.8
Aurora	225.1	.0897	30.9	9.6	21.8	24.2	16.8	90.3
Denver	464.8	.1853	33.9	9.7	20.3	21.8	26.0	209.6
• Denver	464.8	.1853	33.9	9.7	20.3	21.8	26.0	209.6
Douglas	63.0	.0252	31.8	5.5	19.9	29.4	14.1	21.7
Jefferson	442.4	.1764	33.2	8.2	18.4	26.0	20.7	168.1
Arvada	90.0	.0359	33.0	8.6	17.0	25.4	21.2	33.0
Lakewood	127.6	.0509	34.3	9.8	19.1	23.4	25.3	52.1
SUBURBAN TOTAL	1,168.5	.4659	32.2	8.6	19.0	25.2	19.5	443.4
DENVER–BOULDER CONSOLIDATED AREA	***1,860.6***	***.7418***	***32.6***	***9.6***	***19.3***	***24.3***	***21.0***	***742.2***
FORT COLLINS–LOVELAND	**190.7**	**.0761**	**30.9**	**14.0**	**17.8**	**22.8**	**20.0**	**72.3**
Larimer	190.7	.0761	30.9	14.0	17.8	22.8	20.0	72.3
• Fort Collins	89.9	.0358	27.8	21.9	19.4	20.4	15.6	34.5
• Loveland	38.3	.0153	33.0	7.5	16.7	22.5	24.2	14.4
SUBURBAN TOTAL	62.5	.0250	34.9	6.7	16.0	26.3	23.6	23.4
GREELEY	**132.3**	**.0528**	**30.4**	**12.9**	**16.3**	**20.9**	**21.6**	**47.7**
Weld	132.3	.0528	30.4	12.9	16.3	20.9	21.6	47.7
• Greeley	60.8	.0242	29.1	18.5	15.9	19.2	21.4	22.7
SUBURBAN TOTAL	71.5	.0286	31.4	8.2	16.4	22.5	21.7	25.0
PUEBLO	**123.1**	**.0491**	**34.8**	**9.0**	**14.8**	**20.0**	**29.7**	**47.1**
Pueblo	123.1	.0491	34.8	9.0	14.8	20.0	29.7	47.1
• Pueblo	98.7	.0394	34.5	9.4	14.8	19.3	30.1	38.3
SUBURBAN TOTAL	24.4	.0097	35.7	7.6	13.8	22.9	28.3	8.8
OTHER COUNTIES								
Alamosa	13.7	.0055	28.2	15.6	15.6	19.3	20.0	4.8
Archuleta	5.4	.0022	35.5	5.3	14.1	23.5	27.3	2.0
Baca	4.5	.0018	39.5	5.6	12.6	20.1	36.4	1.8
Bent	4.9	.0019	39.1	5.6	11.8	20.6	35.5	1.8
Chaffee	12.6	.0051	37.3	8.3	15.2	21.6	32.0	4.8
Cheyenne	2.4	.0009	32.3	5.8	16.9	18.0	27.5	.9
Clear Creek	7.6	.0030	36.0	5.4	16.1	32.5	20.0	3.1
Conejos	7.4	.0030	31.3	7.2	12.7	17.5	27.7	2.5
Costilla	3.2	.0013	35.5	7.7	13.0	18.6	31.9	1.2
Crowley	4.0	.0016	34.2	9.0	21.5	21.6	26.7	1.2

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
BOULDER–LONGMONT	**1,931,728**	**398,925**	**205,668**	**189,186**	**89,135**	**421,030**	**44,891**
Boulder	1,931,728	398,925	205,668	189,186	89,135	421,030	44,891
• Boulder	1,033,443	182,459	120,560	114,836	58,823	193,847	16,390
• Longmont	482,316	103,857	40,853	58,693	15,408	131,736	15,390
SUBURBAN TOTAL	415,969	112,609	44,255	15,657	14,904	95,447	13,111
COLORADO SPRINGS	**2,818,439**	**459,992**	**277,095**	**352,942**	**176,000**	**641,279**	**58,314**
El Paso	2,818,439	459,992	277,095	352,942	176,000	641,279	58,314
• Colorado Springs	2,583,574	419,293	251,372	306,216	169,278	631,250	54,826
SUBURBAN TOTAL	234,865	40,699	25,723	46,726	6,722	10,029	3,488
DENVER	**12,998,169**	**2,615,970**	**1,413,708**	**1,799,977**	**782,104**	**2,661,632**	**262,694**
Adams	2,042,520	366,781	168,647	378,898	115,231	523,206	36,255
Thornton	359,468	85,635	27,741	53,681	13,583	106,924	8,568
Westminster	421,556	64,749	39,588	112,542	36,331	56,814	3,808
Arapahoe	3,931,187	660,892	297,764	643,334	144,825	1,059,907	69,791
Aurora	1,917,248	377,632	151,164	398,109	81,350	383,891	42,200
Denver	3,652,308	852,139	589,723	393,445	299,000	366,582	84,573
• Denver	3,652,308	852,139	589,723	393,445	299,000	366,582	84,573
Douglas	196,542	60,972	17,939	8,930	19,564	17,532	2,240
Jefferson	3,175,612	675,186	339,635	375,370	203,484	694,405	69,835
Arvada	455,914	174,476	43,749	56,056	23,411	18,858	10,193
Lakewood	1,380,993	189,624	144,673	206,752	83,042	431,706	23,218
SUBURBAN TOTAL	9,345,861	1,763,831	823,985	1,406,532	483,104	2,295,050	178,121
DENVER–BOULDER CONSOLIDATED AREA	***14,929,897***	***3,014,895***	***1,619,376***	***1,989,163***	***871,239***	***3,082,662***	***307,585***
FORT COLLINS–LOVELAND	**1,347,464**	**272,045**	**139,419**	**125,395**	**74,496**	**274,543**	**29,208**
Larimer	1,347,464	272,045	139,419	125,395	74,496	274,543	29,208
• Fort Collins	861,605	182,065	89,394	95,257	56,526	175,653	19,872
• Loveland	341,518	67,856	27,585	26,673	8,933	87,595	7,021
SUBURBAN TOTAL	144,341	22,124	22,440	3,465	9,037	11,295	2,315
GREELEY	**674,935**	**169,303**	**65,435**	**95,657**	**26,938**	**152,073**	**14,520**
Weld	674,935	169,303	65,435	95,657	26,938	152,073	14,520
• Greeley	506,616	133,708	43,245	83,307	22,134	117,567	7,928
SUBURBAN TOTAL	168,319	35,595	22,190	12,350	4,804	34,506	6,592
PUEBLO	**783,126**	**180,077**	**82,136**	**112,516**	**43,304**	**183,889**	**20,626**
Pueblo	783,126	180,077	82,136	112,516	43,304	183,889	20,626
• Pueblo	731,437	168,594	73,866	112,436	40,946	176,992	17,755
SUBURBAN TOTAL	51,689	11,483	8,270	80	2,358	6,897	2,871
OTHER COUNTIES							
Alamosa	96,692	20,695	11,086	25,165	2,564	13,895	289
Archuleta	37,126	14,933	2,823		1,534	971	585
Baca	20,987	3,846	965	1,493	67	4,580	713
Bent	13,511	4,347	720	497	75	2,753	834
Chaffee	76,053	15,147	6,685	12,294	2,095	14,157	673
Cheyenne	5,640	368	786		40	1,324	62
Clear Creek	28,216	8,790	7,221	504	198	1,639	528
Conejos	16,116	6,568	805	185	149	966	914
Costilla	2,010	212	268	218		63	
Crowley	5,110	2,083	451		31	1,723	382

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METRO & COUNTY TOTALS

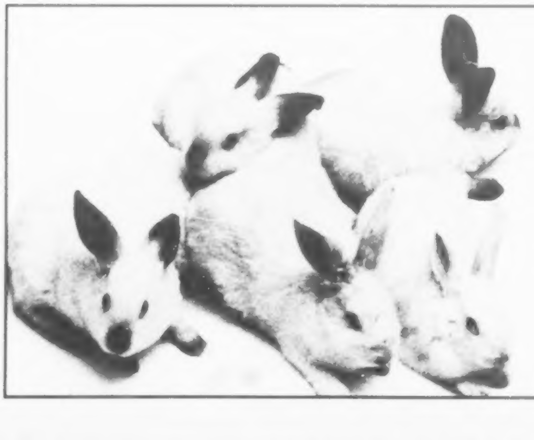
COLO. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Custer	1.9	.0007	39.7	3.8	12.2	22.8	34.7	.8	5,076	1,203	450	1,339	38	197	100
Delta	20.8	.0083	40.9	5.8	11.4	19.5	38.6	8.3	74,583	25,269	5,265	7,477	2,059	10,323	3,817
Dolores	1.5	.0006	36.4	6.2	14.1	20.6	31.4	.6	4,877	783	404		33	2,067	
Eagle	22.3	.0088	30.3	10.0	26.9	27.1	10.2	8.5	258,257	45,657	58,287	1,184	9,350	1,364	5,606
Elbert	9.9	.0040	33.5	5.2	16.4	28.4	19.1	3.5	15,335	2,490	1,023		130	1,544	291
Fremont	32.6	.0130	37.9	7.4	15.4	21.0	33.5	11.9	117,474	34,131	14,778	6,837	2,619	21,235	4,576
Garfield	30.5	.0121	32.6	8.3	18.3	24.6	21.1	11.5	246,892	55,681	23,595	13,792	8,431	71,513	10,991
Gilpin	3.1	.0013	36.3	4.6	18.1	34.2	19.2	1.3	5,633	138	1,090		16	367	658
Grand	7.9	.0031	32.8	8.3	20.6	25.3	20.3	3.1	61,182	18,980	10,714	807	450	4,486	2,521
Gunnison	10.2	.0041	28.3	23.0	17.6	22.2	16.0	3.8	65,380	14,966	9,912	5,137	872	8,435	842
Hinsdale	.5	.0002	39.7	4.8	17.2	27.4	32.2	.2	3,052	388	1,230			79	
Huerfano	5.9	.0023	40.0	5.9	11.4	19.7	37.1	2.4	23,006	8,517	2,034		113	2,628	101
Jackson	1.6	.0007	35.5	7.8	15.8	24.0	26.8	.6	6,892	2,011	1,208		77	2,318	
Kiowa	1.7	.0006	37.3	4.5	13.2	19.4	34.1	.7	3,178	1,250	145		48	411	332
Kit Carson	7.1	.0029	35.0	5.8	14.8	19.5	30.6	2.8	49,555	13,389	1,694	2,045	1,473	14,950	2,668
Lake	5.8	.0023	31.3	10.0	18.9	22.1	20.9	2.3	23,176	8,357	3,580	119	95	885	580
La Plata	32.5	.0129	31.7	14.0	15.3	23.6	21.3	12.1	247,557	70,439	29,981	12,879	11,067	44,856	10,356
Las Animas	13.6	.0054	37.9	8.5	11.8	19.3	34.7	5.4	61,396	18,510	3,504	8,198	2,379	10,616	1,719
Lincoln	4.5	.0018	37.2	5.8	15.1	18.2	34.4	1.8	39,332	5,815	9,190		427	5,223	713
Logan	17.3	.0069	34.8	8.6	14.9	19.4	30.2	6.9	120.342	16,595	11,112	21,392	3,785	35,609	3,404
Mesa	93.9	.0374	34.7	8.6	14.8	21.6	28.0	36.6	621,825	126,995	99,756	78,344	27,883	112,361	15,248
Mineral	.5	.0002	38.2	3.4	19.2	20.2	34.6	.2	3,123	414	765			33	
Moffat	11.2	.0045	31.2	6.7	17.2	23.7	19.8	4.1	60,837	20,632	5,325	6,139	1,158	15,848	246
Montezuma	18.6	.0074	33.2	7.0	14.2	20.9	26.5	6.7	122,242	20,046	13,217	18,809	2,721	22,060	1,846
Montrose	24.4	.0097	37.2	6.1	13.0	21.6	31.8	9.4	154,303	45,478	14,760	11,014	5,612	28,863	4,027
Morgan	21.9	.0088	33.1	7.6	15.6	18.4	28.6	8.1	99,670	27,453	9,578	11,482	2,711	13,689	2,878
Otero	20.0	.0079	35.1	7.6	13.2	18.7	31.4	7.5	86,657	23,032	7,622	8,625	2,557	9,963	10,818
Ouray	2.3	.0010	39.4	4.2	12.7	28.0	30.3	.9	12,999	2,234	3,698	324	214	649	199
Park	7.3	.0029	35.6	4.0	17.3	30.9	20.5	2.8	14,227	974	1,910	200	179	344	
Phillips	4.2	.0016	38.9	5.3	13.2	18.7	36.4	1.7	23,827	6,088	1,054	835	329	10,517	707
Pitkin	12.8	.0051	34.8	8.9	24.5	34.5	15.1	5.9	229,000	30,813	66,044	1,368	10,139	3,414	7,590
Prowers	13.3	.0053	31.9	8.3	14.9	19.8	25.6	5.0	84,325	22,858	5,389	9,641	4,013	16,113	3,356
Rio Blanco	5.9	.0024	32.0	8.9	15.6	22.6	22.7	2.2	18,564	9,186	2,122		86	699	1,014
Rio Grande	10.8	.0043	33.7	7.4	14.0	20.0	28.2	3.9	51,579	17,356	3,812	2,040	1,518	8,724	2,680
Routt	14.1	.0056	32.1	9.9	20.8	29.3	14.6	5.5	142,562	30,407	23,989	3,021	1,640	10,972	2,458
Saguache	4.7	.0019	31.7	7.7	15.3	21.1	23.9	1.7	14,407	5,865	579	178	80	3,577	363
San Juan	.8	.0003	33.3	6.9	16.1	28.6	18.7	.3	4,566	1,290	1,160		54	163	
San Miguel	3.7	.0015	33.1	8.5	23.2	32.7	12.9	1.5	27,579	6,572	6,975		647	328	615
Sedgwick	2.6	.0010	41.2	4.7	12.4	19.0	39.5	1.1	20.787	4,062	2,269	331	479	6,701	1,014
Summit	13.0	.0052	30.5	12.6	30.2	26.3	10.2	5.3	191,482	33,852	43,668	8,336	7,518	18,566	9,340
Teller	12.8	.0051	34.6	4.9	16.8	29.5	19.9	4.8	53,043	17,313	8,577	7,025	362	1,906	2,281
Washington	4.8	.0019	37.5	5.8	13.6	19.7	33.7	1.9	11,724	3,405	1,511	548	124	2,070	110
Yuma	8.9	.0035	36.0	5.9	13.7	20.2	31.2	3.5	46,323	12,875	3,435	1,355	820	11,801	1,030
TOTAL METRO COUNTIES	**2,711.7**	**1.0813**	**32.1**	**10.4**	**18.8**	**23.5**	**21.0**	**1,059.4**	**20,553,861**	**4,096,312**	**2,183,461**	**2,675,673**	**1,191,977**	**4,334,446**	**430,253**
TOTAL STATE	**3,321.1**	**1.3241**	**32.4**	**10.0**	**18.4**	**23.3**	**21.9**	**1,292.6**	**24,383,148**	**4,987,070**	**2,731,682**	**2,966,850**	**1,313,036**	**4,914,984**	**552,328**



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COLO. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BOULDER–LONGMONT	**3,257,358**	**29,203**	**19.8**	**27.1**	**18.4**	**21.2**	**.0968**
Boulder	3,257,358	29,203	19.8	27.1	18.4	21.2	.0968
• Boulder	1,220,835	24,715	23.3	25.4	14.4	19.6	.0413
• Longmont	656,739	29,208	19.1	31.9	21.1	15.5	.0215
SUBURBAN TOTAL	1,379,784	33,235	16.8	26.1	20.8	25.9	.0340
COLORADO SPRINGS	**5,083,982**	**25,678**	**23.8**	**28.7**	**17.4**	**16.3**	**.1517**
El Paso	5,083,982	25,678	23.8	28.7	17.4	16.3	.1517
• Colorado Springs	3,708,210	25,245	24.0	28.1	16.9	16.2	.1187
SUBURBAN TOTAL	1,375,772	27,035	23.5	30.4	19.0	16.4	.0330
DENVER	**26,341,923**	**33,138**	**16.8**	**25.3**	**20.6**	**26.2**	**.7225**
Adams	3,439,806	30,978	17.8	30.3	23.0	18.9	.1043
Thornton	679,845	32,198	15.8	32.4	25.3	18.0	.0201
Westminster	1,048,600	33,816	14.5	30.2	26.9	20.5	.0280
Arapahoe	7,097,406	37,457	14.4	24.1	21.8	32.4	.1984
Aurora	3,648,120	35,031	15.2	27.7	24.4	25.6	.1019
Denver	7,026,354	24,810	22.3	26.4	15.7	17.7	.1981
• Denver	7,026,354	24,810	22.3	26.4	15.7	17.7	.1981
Douglas	1,174,324	45,934	8.7	18.8	23.6	43.8	.0251
Jefferson	7,604,033	38,827	12.6	23.4	23.8	33.0	.1966
Arvada	1,462,725	40,041	11.4	22.3	27.3	32.6	.0357
Lakewood	2,315,324	37,573	13.7	24.6	22.0	32.2	.0662
SUBURBAN TOTAL	19,315,569	36,763	14.1	25.0	22.9	30.2	.5244
DENVER–BOULDER CONSOLIDATED AREA	***29,599,281***	***32,630***	***17.1***	***25.6***	***20.4***	***25.6***	***.8193***
FORT COLLINS–LOVELAND	**2,266,940**	**24,735**	**23.5**	**28.6**	**16.8**	**14.8**	**.0699**
Larimer	2,266,940	24,735	23.5	28.6	16.8	14.8	.0699
• Fort Collins	1,050,629	22,706	24.7	26.4	15.2	14.4	.0365
• Loveland	444,514	25,043	23.3	29.4	18.2	13.2	.0151
SUBURBAN TOTAL	771,797	27,512	21.7	31.5	18.4	16.4	.0183
GREELEY	**1,396,383**	**23,268**	**23.7**	**29.5**	**15.8**	**11.8**	**.0416**
Weld	1,396,383	23,268	23.7	29.5	15.8	11.8	.0416
• Greeley	652,557	21,283	24.5	26.4	14.6	11.6	.0226
SUBURBAN TOTAL	743,826	24,870	22.8	32.4	16.9	12.0	.0190
PUEBLO	**1,276,940**	**21,167**	**24.5**	**27.1**	**14.6**	**10.7**	**.0410**
Pueblo	1,276,940	21,167	24.5	27.1	14.6	10.7	.0410
• Pueblo	1,020,542	20,394	24.8	26.2	14.3	10.4	.0346
SUBURBAN TOTAL	256,398	24,363	23.1	30.9	16.0	12.3	.0064
OTHER COUNTIES							
Alamosa	124,047	17,695	27.4	25.6	10.4	8.8	.0045
Archuleta	50,690	19,233	26.0	28.7	9.9	9.8	.0017
Baca	31,914	12,633	33.3	16.6	5.7	4.8	.0012
Bent	47,945	18,849	32.2	25.9	12.9	7.6	.0012
Chaffee	130,960	22,381	26.2	31.4	15.2	8.7	.0042
Cheyenne	19,718	16,393	30.8	27.3	8.6	5.6	.0005
Clear Creek	87,789	23,809	23.4	36.4	16.3	8.9	.0024
Conejos	39,546	12,870	37.3	18.3	4.6	1.6	.0014
Costilla	26,293	14,425	31.0	19.0	9.4	6.2	.0006
Crowley	25,094	15,886	35.1	23.9	8.5	5.1	.0007
Custer	16,601	16,409	30.2	28.3	8.3	4.6	.0005
Delta	203,540	17,663	30.1	23.1	14.0	7.7	.0058
Dolores	15,212	20,636	24.0	27.7	13.0	10.5	.0004
Eagle	346,168	33,696	14.8	28.2	22.0	25.5	.0110
Elbert	111,754	25,882	22.2	24.1	21.1	15.2	.0027
Fremont	296,688	18,117	27.4	28.3	10.9	6.3	.0087
Garfield	416,085	30,537	19.2	24.2	21.3	21.5	.0125
Gilpin	38,705	27,036	18.6	33.9	18.8	11.8	.0009
Grand	86,720	23,886	23.5	35.1	14.3	10.4	.0029
Gunnison	123,976	24,696	22.2	27.4	15.2	16.3	.0037
Hinsdale	5,968	22,833	25.0	35.5	9.5	12.5	.0002
Huerfano	51,821	15,200	29.9	23.1	8.0	7.6	.0015
Jackson	14,306	19,913	29.1	34.0	11.2	4.5	.0006
Kiowa	20,507	21,706	24.9	26.9	14.3	12.9	.0004
Kit Carson	68,349	19,420	25.4	28.6	12.6	7.4	.0024
Lake	68,457	27,216	20.8	37.8	21.4	7.7	.0018
La Plata	382,994	23,991	25.0	26.7	16.0	14.8	.0122
Las Animas	120,219	16,587	27.1	23.5	11.9	6.9	.0039
Lincoln	43,836	18,415	28.2	27.2	11.8	7.4	.0017
Logan	177,164	20,189	27.9	29.6	12.7	8.1	.0058
Mesa	1,194,459	25,950	22.0	27.1	18.4	16.4	.0349
Mineral	4,759	18,833	32.5	24.5	13.0	8.0	.0003
Moffat	140,129	30,240	17.0	32.5	23.9	15.4	.0039
Montezuma	176,586	20,333	26.9	26.3	15.9	8.6	.0059
Montrose	271,202	22,656	26.3	32.2	13.7	11.1	.0085
Morgan	205,384	19,752	28.5	27.5	13.7	8.2	.0062
Otero	160,112	15,954	30.3	25.3	8.6	5.8	.0053
Ouray	22,720	18,839	28.5	26.2	12.1	8.6	.0008
Park	76,594	23,298	24.8	32.0	15.4	9.5	.0019
Phillips	42,668	18,089	29.2	25.7	10.5	8.9	.0013
Pitkin	223,137	29,008	24.3	26.0	17.4	21.2	.0080
Prowers	116,944	17,587	27.2	25.5	10.6	7.9	.0042
Rio Blanco	82,513	32,947	16.9	26.4	24.7	21.0	.0020
Rio Grande	133,395	26,173	18.7	25.8	18.4	18.0	.0037
Routt	189,582	29,412	19.2	31.5	21.5	16.8	.0061
Saguache	35,901	15,259	32.8	21.3	7.7	6.9	.0012
San Juan	6,538	18,889	31.4	31.4	11.3	3.3	.0001
San Miguel	39,551	21,321	26.7	29.9	14.9	8.1	.0014
Sedgwick	26,013	18,946	31.9	29.1	10.9	6.3	.0009
Summit	196,133	30,595	18.7	31.0	21.2	19.8	.0071
Teller	132,411	22,524	25.6	30.2	14.4	11.4	.0037
Washington	51,215	22,829	24.5	30.2	15.2	10.6	.0014
Yuma	94,469	19,337	27.2	23.8	12.5	12.2	.0029
TOTAL METRO COUNTIES	**39,623,526**	**29,967**	**19.2**	**26.5**	**19.2**	**22.3**	**1.1235**
TOTAL STATE	**46,439,087**	**28,558**	**20.1**	**26.7**	**18.6**	**20.5**	**1.3332**

Connecticut

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
BRIDGEPORT-STAMFORD–NORWALK–DANBURY	**827.1**	**.3298**	**35.6**	**9.4**	**16.9**	**22.7**	**28.3**	**304.8**
Fairfield	827.1	.3298	35.6	9.4	16.9	22.7	28.3	304.8
• Bridgeport	141.6	.0565	31.3	11.7	19.2	17.8	25.0	52.3
• Danbury	65.5	.0261	33.1	11.4	20.4	22.0	24.2	24.1
Fairfield	53.4	.0213	38.1	11.9	14.0	21.8	32.8	19.4
Greenwich	58.4	.0233	39.9	7.9	14.3	23.2	34.3	22.2
• Norwalk	78.3	.0312	34.6	9.3	21.2	21.8	27.4	30.5
• Stamford	108.0	.0431	35.1	9.3	20.3	21.8	28.3	41.9
Stratford	49.4	.0197	39.2	8.2	15.3	20.8	35.3	19.3
SUBURBAN TOTAL	433.7	.1729	37.9	8.4	13.9	24.9	30.0	156.0

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
BRIDGEPORT-STAMFORD–NORWALK–DANBURY	**7,970,787**	**1,584,162**	**682,682**	**735,744**	**443,455**	**1,363,977**	**202,697**
Fairfield	7,970,787	1,584,162	682,682	735,744	443,455	1,363,977	202,697
• Bridgeport	745,546	175,367	82,026	54,504	39,736	129,856	28,611
• Danbury	1,044,929	128,896	71,778	161,360	65,479	173,080	16,107
Fairfield	564,836	127,424	53,400	45,133	32,149	119,699	16,804
Greenwich	591,757	102,121	61,135	11,947	34,366	147,374	17,363
• Norwalk	1,040,865	201,030	70,520	85,803	72,868	182,635	13,749
• Stamford	1,215,841	175,370	93,951	200,080	77,700	151,686	25,019
Stratford	362,143	100,227	30,954	12,459	16,210	66,151	12,147
SUBURBAN TOTAL	3,923,606	903,499	364,407	233,997	187,672	726,720	119,211

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
HARTFORD–NEW BRITAIN–MIDDLETOWN–BRISTOL	**1,130.7**	**.4508**	**34.3**	**10.8**	**17.7**	**22.0**	**26.8**	**426.4**	**9,371,122**	**1,706,401**	**970,796**	**905,371**	**611,610**	**2,093,619**	**311,850**
Hartford	**856.0**	**.3413**	**34.7**	**10.3**	**17.6**	**21.5**	**27.9**	**326.4**	**7,473,381**	**1,289,443**	**782,844**	**779,249**	**527,658**	**1,597,330**	**248,184**
• Bristol	60.9	.0243	33.6	10.3	20.1	20.4	26.9	24.1	669,612	119,947	35,495	75,736	21,210	272,963	18,855
East Hartford	50.7	.0202	35.5	10.3	19.3	19.7	31.0	20.4	606,463	76,583	55,625	29,018	24,434	177,857	13,214
Enfield	45.8	.0183	33.3	9.9	20.8	20.5	25.9	16.1	555,684	96,582	44,542	91,706	37,579	94,731	13,459
• Hartford	140.4	.0560	28.7	15.1	19.4	17.7	20.1	51.7	782,283	84,041	154,628	83,890	52,830	151,735	37,834
Manchester	51.9	.0207	34.7	9.6	19.3	21.3	28.1	20.9	662,111	127,841	43,830	81,828	37,915	162,676	14,534
• New Britain	75.9	.0303	32.8	13.4	19.5	16.9	28.9	30.3	368,134	81,230	34,428	16,072	14,073	109,975	17,717
West Hartford	60.4	.0241	40.7	8.3	13.3	21.2	37.5	24.0	717,774	135,874	62,711	116,334	70,658	90,636	22,484
Middlesex	**144.6**	**.0576**	**34.9**	**10.0**	**18.1**	**23.6**	**26.2**	**55.2**	**1,193,177**	**243,496**	**113,054**	**76,576**	**57,911**	**314,858**	**39,817**
• Middletown	43.2	.0172	31.8	15.6	22.1	19.4	23.4	17.0	374,599	57,188	31,725	31,846	14,625	106,882	13,474
Tolland	**130.1**	**.0519**	**31.5**	**15.9**	**17.5**	**23.2**	**20.7**	**44.8**	**704,564**	**173,462**	**74,898**	**49,546**	**26,041**	**181,431**	**23,849**
SUBURBAN TOTAL	810.3	.3230	35.9	9.7	16.8	23.5	27.9	303.3	7,176,494	1,363,995	714,520	697,827	508,872	1,452,064	223,970
NEW HAVEN–WATERBURY–MERIDEN	**807.9**	**.3221**	**34.3**	**10.6**	**17.7**	**21.1**	**27.7**	**306.2**	**6,487,372**	**1,398,664**	**624,079**	**603,047**	**377,552**	**1,283,520**	**185,195**
New Haven	**807.9**	**.3221**	**34.3**	**10.6**	**17.7**	**21.1**	**27.7**	**306.2**	**6,487,372**	**1,398,664**	**624,079**	**603,047**	**377,552**	**1,283,520**	**185,195**
Hamden	52.7	.0210	37.7	10.7	16.0	20.4	33.6	20.7	504,716	107,029	38,207	66,132	22,945	108,773	13,432
• Meriden	59.8	.0238	33.5	9.6	19.4	20.2	26.9	23.4	486,546	59,383	32,105	76,267	26,428	122,314	17,555
• Milford	50.2	.0200	35.8	9.2	17.7	22.9	28.4	19.0	650,377	77,220	67,550	46,010	76,282	186,761	11,042
• New Haven	131.1	.0523	29.7	16.8	19.9	17.3	22.0	49.2	710,371	105,404	123,959	74,744	47,349	115,438	30,188
Wallingford	41.0	.0163	35.5	8.4	17.6	23.2	27.7	15.2	478,975	81,473	43,035	31,146	13,196	195,467	6,812
• Waterbury	109.5	.0437	33.3	10.5	19.1	18.0	28.7	43.4	928,047	232,560	67,268	120,863	44,200	117,135	25,635
West Haven	54.3	.0216	33.7	11.0	20.1	19.9	27.5	21.4	257,812	31,550	40,097	13,913	9,046	49,641	9,249
SUBURBAN TOTAL	457.3	.1823	36.2	9.1	16.6	22.9	29.0	171.2	3,712,031	924,097	333,197	285,163	183,293	741,872	100,775
NEW LONDON–NORWICH	**256.2**	**.1022**	**32.6**	**11.8**	**19.0**	**20.9**	**24.5**	**93.7**	**1,952,266**	**398,712**	**209,761**	**194,459**	**92,333**	**436,610**	**47,604**
New London	**256.2**	**.1022**	**32.6**	**11.8**	**19.0**	**20.9**	**24.5**	**93.7**	**1,952,266**	**398,712**	**209,761**	**194,459**	**92,333**	**436,610**	**47,604**
Groton (town)	45.4	.0181	28.5	17.0	23.8	16.1	18.3	14.9	316,905	66,320	45,696	29,719	11,703	62,542	9,606
• New London	28.7	.0114	28.9	22.2	19.2	15.5	22.7	10.8	339,041	34,255	34,291	23,587	26,062	143,848	6,874
• Norwich	37.6	.0150	33.3	10.3	18.6	18.8	28.0	15.1	382,907	98,421	25,132	39,947	18,540	106,059	10,809
SUBURBAN TOTAL	189.9	.0758	33.0	10.6	19.0	22.1	24.1	67.8	1,230,318	266,036	150,338	130,925	47,731	186,703	29,921
OTHER COUNTIES															
Litchfield	175.6	.0700	35.9	8.4	16.6	24.0	27.6	67.0	1,270,567	277,272	107,728	74,459	50,011	370,980	48,469
Windham	103.6	.0413	32.7	10.8	17.3	21.2	24.8	37.9	677,139	169,558	65,208	33,804	23,839	126,977	20,462
TOTAL METRO COUNTIES	**3,021.9**	**1.2049**	**34.5**	**10.5**	**17.6**	**21.9**	**27.2**	**1,131.1**	**25,781,547**	**5,087,939**	**2,487,318**	**2,438,621**	**1,524,950**	**5,177,726**	**747,346**
TOTAL STATE	**3,301.1**	**1.3162**	**34.5**	**10.4**	**17.5**	**22.0**	**27.1**	**1,236.0**	**27,729,253**	**5,534,769**	**2,660,254**	**2,546,884**	**1,598,800**	**5,675,683**	**816,277**

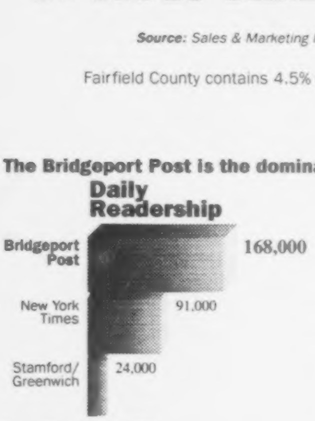
FAIRFIELD COUNTY, CONNECTICUT

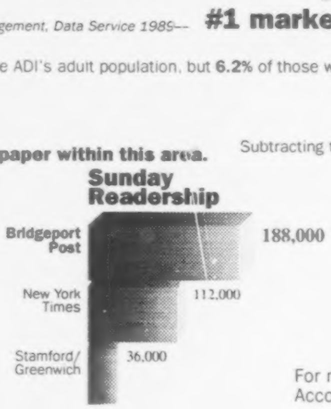
Source: Sales & Marketing Management, Data Service 1989— **#1 market in U.S. in per capita EBI with $20,246**

The Upscale Market in the NY ADI:

Fairfield County contains 4.5% of the ADI's adult population, but **6.2%** of those with $50,000+ Household Income and **7.4%** of those whose occupation is Executive/Administration/Managerial.

The Bridgeport Post is the dominant paper within this area.





Source: Scarborough, 1990

Are You Missing the Heart of Fairfield County?

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The Bridgeport Post...your Connecticut Connection to affluent Fairfield County!

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METRO & COUNTY TOTALS

CONN. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BRIDGEPORT–STAMFORD–							
NORWALK–DANBURY	**18,497,918**	**43,866**	**12.4**	**18.0**	**16.5**	**44.0**	**.4626**
Fairfield	18,497,918	43,866	12.4	18.0	16.5	44.0	.4626
• Bridgeport	1,916,847	27,135	20.0	24.0	16.8	21.3	.0511
• Danbury	1,182,274	39,071	14.6	20.6	19.1	36.5	.0395
Fairfield	1,278,712	50,759	10.5	16.1	16.9	50.6	.0319
Greenwich	1,869,018	56,761	9.6	14.8	13.8	55.7	.0412
• Norwalk	1,658,834	42,372	12.3	19.6	17.6	41.7	.0472
• Stamford	2,452,072	42,933	13.6	18.1	15.8	43.2	.0638
Stratford	984,667	41,729	12.5	19.1	20.9	39.0	.0240
SUBURBAN TOTAL	11,287,891	53,741	9.3	15.1	15.9	53.5	.2610
HARTFORD–NEW BRITAIN–							
MIDDLETOWN–BRISTOL	**19,586,596**	**36,477**	**14.8**	**22.7**	**20.4**	**31.9**	**.5255**
Hartford	14,907,828	35,983	15.2	22.6	19.8	31.7	.4053
• Bristol	1,034,685	34,731	15.2	26.3	21.1	28.4	.0308
East Hartford	853,720	34,873	15.4	25.1	23.0	26.8	.0263
Enfield	764,814	41,762	11.0	19.1	27.7	35.6	.0238
• Hartford	1,561,650	20,852	25.5	24.4	13.9	13.5	.0465
Manchester	949,278	36,447	14.1	25.6	23.2	29.4	.0287
• New Britain	1,125,736	28,239	19.7	26.8	18.4	20.5	.0282
West Hartford	1,399,008	43,279	13.1	18.9	16.4	43.5	.0367
Middlesex	2,607,361	38,545	13.1	22.5	21.6	33.9	.0686
• Middletown	712,827	32,758	16.9	24.9	19.1	27.6	.0199
Tolland	2,071,407	37,502	13.4	23.5	23.1	31.5	.0516
SUBURBAN TOTAL	15,151,698	40,197	12.3	21.5	21.8	36.7	.4001
NEW HAVEN–WATERBURY–							
MERIDEN	**13,570,874**	**34,699**	**15.7**	**22.5**	**19.2**	**30.3**	**.3660**
New Haven	13,570,874	34,699	15.7	22.5	19.2	30.3	.3660
Hamden	987,514	37,558	15.0	21.5	20.0	33.6	.0267
• Meriden	990,475	33,883	16.5	25.0	20.4	27.8	.0270
• Milford	954,047	42,499	10.0	20.6	23.5	38.9	.0284
• New Haven	1,637,917	22,342	22.8	23.8	14.3	16.3	.0456
Wallingford	727,806	40,474	12.1	21.8	22.8	35.9	.0216
• Waterbury	1,597,901	27,837	19.8	23.7	17.5	21.7	.0470
West Haven	857,969	32,528	16.7	24.7	20.5	25.6	.0209
SUBURBAN TOTAL	8,390,534	39,271	13.1	21.6	20.4	36.1	.2180
NEW LONDON–NORWICH	**3,916,098**	**32,150**	**16.7**	**26.5**	**20.0**	**25.1**	**.1089**
New London	3,916,098	32,150	16.7	26.5	20.0	25.1	.1089
Groton (town)	662,558	30,778	18.1	31.1	18.7	23.4	.0184
• New London	382,655	24,098	22.1	26.3	15.9	15.8	.0134
• Norwich	526,930	27,198	20.3	27.1	18.0	17.8	.0169
SUBURBAN TOTAL	3,006,513	34,557	15.1	26.4	21.1	28.2	.0786
OTHER COUNTIES							
Litchfield	3,238,905	37,816	14.3	22.7	21.0	33.2	.0813
Windham	1,414,571	29,433	19.6	26.5	20.3	20.4	.0398
TOTAL METRO COUNTIES	**55,571,486**	**37,193**	**14.5**	**21.7**	**18.9**	**34.2**	**1.4630**
TOTAL STATE	**60,224,962**	**36,961**	**14.7**	**21.9**	**19.2**	**33.7**	**1.5841**

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Delaware

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
WILMINGTON	**584.4**	**.2330**	**32.9**	**11.3**	**17.7**	**21.4**	**24.8**	**214.9**
New Castle	446.4	.1780	32.6	11.9	18.2	21.2	24.5	165.9
• Wilmington	72.2	.0288	32.9	10.0	18.8	19.4	26.7	28.8
Cecil, Md.	*72.5*	*.0289*	*32.6*	*9.9*	*16.6*	*22.7*	*23.3*	*25.1*
Salem, N. J.	*65.5*	*.0261*	*35.2*	*8.8*	*15.1*	*21.5*	*28.8*	*23.9*
SUBURBAN TOTAL	512.2	.2042	32.8	11.5	17.5	21.7	24.5	186.1
OTHER COUNTIES								
Kent	112.0	.0446	31.2	11.7	17.6	20.0	23.3	40.0
Sussex	114.0	.0458	36.6	8.3	15.4	19.8	32.4	44.3
TOTAL METRO COUNTIES	**446.4**	**.1780**	**32.6**	**11.9**	**18.2**	**21.2**	**24.5**	**165.9**
TOTAL STATE	**673.2**	**.2684**	**32.9**	**11.2**	**17.7**	**20.8**	**25.5**	**250.2**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
WILMINGTON	**4,899,791**	**898,233**	**409,147**	**641,512**	**252,277**	**1,036,585**	**186,725**
New Castle	4,053,173	761,092	344,621	600,004	228,599	791,439	159,756
• Wilmington	805,083	105,761	75,728	25,106	34,798	205,853	41,587
Cecil, Md.	*470,232*	*76,696*	*29,496*	*20,809*	*8,869*	*129,764*	*11,316*
Salem, N. J.	*376,386*	*60,445*	*35,030*	*20,699*	*14,809*	*115,382*	*15,653*
SUBURBAN TOTAL	4,094,708	792,472	333,419	616,406	217,479	830,732	145,138
OTHER COUNTIES							
Kent	1,045,870	163,422	85,552	175,676	41,228	276,012	32,913
Sussex	942,048	163,129	110,225	84,051	44,672	175,032	29,519
TOTAL METRO COUNTIES	**4,053,173**	**761,092**	**344,621**	**600,004**	**228,599**	**791,439**	**159,756**
TOTAL STATE	**6,041,091**	**1,087,643**	**540,398**	**859,731**	**314,499**	**1,242,483**	**222,188**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
WILMINGTON	**9,027,959**	**32,750**	**16.8**	**24.2**	**19.9**	**26.4**	**.2569**
New Castle	6,959,852	32,287	16.9	24.5	19.6	25.8	.2024
• Wilmington	867,658	19,425	25.4	22.4	13.1	13.2	.0315
Cecil, Md.	*977,159*	*32,409*	*17.3*	*26.0*	*21.5*	*24.0*	*.0275*
Salem, N. J.	*1,090,948*	*37,465*	*15.6*	*20.1*	*20.1*	*32.9*	*.0270*
SUBURBAN TOTAL	8,160,301	34,605	15.6	24.4	20.9	28.4	.2254

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
OTHER COUNTIES							
Kent	1,346,070	24,631	24.3	27.7	17.7	14.2	.0454
Sussex	1,355,076	22,516	25.6	28.7	15.7	11.5	.0441
TOTAL METRO COUNTIES	**6,959,852**	**32,287**	**16.9**	**24.5**	**19.6**	**25.8**	**.2024**
TOTAL STATE	**9,660,998**	**28,887**	**19.6**	**25.8**	**18.6**	**21.4**	**.2919**

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- 7th highest county in the Philadelphia ADI in automotive sales

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Circle No. 139 on Reader Service Card

District of Columbia

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
WASHINGTON	**3,988.4**	**1.5900**	**32.6**	**10.9**	**20.1**	**24.5**	**20.7**	**1,482.7**	**32,925,657**	**6,102,187**	**3,664,904**	**3,697,716**	**2,010,005**	**6,851,498**	**1,240,552**
District of Columbia	604.2	.2409	33.7	13.4	19.7	21.6	25.8	248.4	3,815,320	637,028	910,465	348,255	204,978	169,587	225,821
• Washington	604.2	.2409	33.7	13.4	19.7	21.6	25.8	248.4	3,815,320	637,028	910,465	348,255	204,978	169,587	225,821
Calvert, Md.	53.0	.0211	32.5	8.4	17.2	25.0	20.8	17.5	208,192	51,821	23,825	17,637	7,290	55,112	5,447
Charles, Md.	103.6	.0413	30.3	10.5	18.8	23.8	17.3	33.8	641,624	116,018	54,375	41,596	33,549	170,861	23,400
Frederick, Md.	153.3	.0611	32.3	10.2	18.2	23.9	21.1	53.7	1,096,022	227,892	102,819	144,616	52,840	226,205	28,838
• Frederick	41.0	.0163	31.3	12.2	21.4	20.1	22.0	16.0	762,065	152,353	70,367	111,714	38,857	159,923	20,828
Montgomery, Md.	777.3	.3099	34.0	8.8	19.5	24.7	23.3	289.9	6,575,212	1,311,485	560,102	762,626	473,574	1,343,329	251,568
Rockville	46.0	.0183	34.7	9.1	18.2	24.4	25.0	16.1	766,713	132,255	80,734	36,406	102,396	154,132	26,612
Prince George's, Md.	736.0	.2935	31.1	12.8	20.5	23.2	18.9	260.5	6,260,391	1,095,937	530,894	846,218	298,477	1,516,261	228,880
Alexandria city, Va.	111.4	.0444	33.7	11.3	26.8	24.8	21.6	53.4	1,461,402	191,763	182,408	180,137	61,611	269,860	39,502
Alexandria	111.4	.0444	33.7	11.3	26.8	24.8	21.6	53.4	1,461,402	191,763	182,408	180,137	61,611	269,860	39,502
Arlington, Va.	171.3	.0683	34.0	11.9	25.3	24.7	22.7	78.7	1,376,967	211,322	237,131	109,386	41,273	414,236	56,428
• Arlington	171.3	.0683	34.0	11.9	25.3	24.7	22.7	78.7	1,376,967	211,322	237,131	109,386	41,273	414,236	56,428
Fairfax, Va.	838.4	.3343	33.2	9.7	19.2	27.4	19.2	299.6	7,158,930	1,424,952	681,387	1,002,930	542,181	1,384,623	237,820
Fairfax city, Va.	19.6	.0078	33.9	13.2	19.8	21.8	25.9	7.4	844,233	82,039	74,084	40,687	60,009	373,613	41,399
Fairfax	19.6	.0078	33.9	13.2	19.8	21.8	25.9	7.4	844,233	82,039	74,084	40,687	60,009	373,613	41,399
Falls Church city, Va.	9.6	.0038	37.9	7.2	17.4	27.2	28.6	4.2	284,742	42,814	23,102	2,273	19,895	122,524	11,717
Falls Church	9.6	.0038	37.9	7.2	17.4	27.2	28.6	4.2	284,742	42,814	23,102	2,273	19,895	122,524	11,717

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D.C. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Loudoun, Va.	*88.6*	*.0353*	*31.6*	*8.9*	*21.0*	*26.0*	*16.9*	*31.4*
Manassas city, Va.	*29.0*	*.0115*	*29.1*	*11.7*	*23.5*	*23.0*	*13.1*	*9.8*
Manassas	*29.0*	*.0115*	*29.1*	*11.7*	*23.5*	*23.0*	*13.1*	*9.8*
Manassas Park city, Va.	*6.8*	*.0027*	*27.9*	*11.4*	*25.3*	*18.3*	*13.7*	*2.2*
Manassas Park	*6.8*	*.0027*	*27.9*	*11.4*	*25.3*	*18.3*	*13.7*	*2.2*
Prince William, Va.	*223.0*	*.0889*	*29.0*	*10.8*	*21.1*	*25.3*	*12.1*	*72.1*
Stafford, Va.	*63.3*	*.0252*	*30.1*	*11.0*	*18.0*	*24.9*	*16.2*	*20.1*
SUBURBAN TOTAL	3,171.9	1.2645	32.4	10.4	19.9	25.1	19.6	1,139.6
TOTAL METRO COUNTIES	**604.2**	**.2409**	**33.7**	**13.4**	**19.7**	**21.6**	**25.8**	**248.4**
TOTAL STATE	**604.2**	**.2409**	**33.7**	**13.4**	**19.7**	**21.6**	**25.8**	**248.4**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Loudoun, Va.	*689,958*	*156,690*	*68,263*	*29,681*	*25,061*	*176,579*	*20,078*
Manassas city, Va.	*647,342*	*152,081*	*27,595*	*38,013*	*31,996*	*258,198*	*21,207*
Manassas	*647,342*	*152,081*	*27,595*	*38,013*	*31,996*	*258,198*	*21,207*
Manassas Park city, Va.	*7,503*	*2,288*	*225*	*1,209*	*224*	*431*	*756*
Manassas Park	*7,503*	*2,288*	*225*	*1,209*	*224*	*431*	*756*
Prince William, Va.	*1,549,532*	*326,530*	*151,377*	*123,786*	*144,255*	*314,764*	*36,966*
Stafford, Va.	*308,287*	*71,527*	*36,852*	*8,666*	*12,792*	*55,315*	*10,725*
SUBURBAN TOTAL	26,971,305	5,101,484	2,446,941	3,128,361	1,724,897	6,107,752	937,475
TOTAL METRO COUNTIES	**3,815,320**	**637,028**	**910,465**	**348,255**	**204,978**	**169,587**	**225,821**
TOTAL STATE	**3,815,320**	**637,028**	**910,465**	**348,255**	**204,978**	**169,587**	**225,821**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
WASHINGTON	**79,218,897**	**42,929**	**11.5**	**20.4**	**18.3**	**42.0**	**1.9964**
District of Columbia	10,665,993	26,962	19.6	24.3	14.4	23.8	.2639
• Washington	10,665,993	26,962	19.6	24.3	14.4	23.8	.2639
Calvert, Md.	*790,519*	*39,729*	*13.7*	*19.1*	*22.2*	*35.4*	*.0189*
Charles, Md.	*1,487,003*	*39,747*	*11.8*	*20.8*	*23.6*	*34.4*	*.0403*
Frederick, Md.	*2,344,855*	*37,162*	*14.3*	*23.3*	*22.0*	*31.3*	*.0639*
• Frederick	*618,592*	*31,395*	*17.4*	*25.9*	*20.1*	*24.2*	*.0248*
Montgomery, Md.	*18,261,900*	*53,094*	*8.5*	*17.1*	*16.5*	*52.9*	*.4320*
Rockville	*953,265*	*51,986*	*8.5*	*15.0*	*18.3*	*51.7*	*.0300*
Prince George's, Md.	*13,134,629*	*42,403*	*10.7*	*22.4*	*20.5*	*40.3*	*.3504*
Alexandria city, Va.	*2,763,066*	*40,194*	*11.3*	*24.0*	*19.4*	*38.2*	*.0727*
Alexandria	*2,763,066*	*40,194*	*11.3*	*24.0*	*19.4*	*38.2*	*.0727*
Arlington, Va.	*3,964,787*	*38,897*	*13.5*	*24.0*	*17.3*	*38.0*	*.0932*
• Arlington	*3,964,787*	*38,897*	*13.5*	*24.0*	*17.3*	*38.0*	*.0932*
Fairfax, Va.	*18,826,707*	*55,139*	*7.2*	*15.8*	*17.4*	*55.8*	*.4547*

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Fairfax city, Va.	*473,530*	*54,219*	*7.0*	*17.3*	*17.4*	*54.2*	*.0224*
Fairfax	*473,530*	*54,219*	*7.0*	*17.3*	*17.4*	*54.2*	*.0224*
Falls Church city, Va.	*243,451*	*47,139*	*9.5*	*19.2*	*19.8*	*47.3*	*.0090*
Falls Church	*243,451*	*47,139*	*9.5*	*19.2*	*19.8*	*47.3*	*.0090*
Loudoun, Va.	*1,484,234*	*39,898*	*12.1*	*21.6*	*21.4*	*36.5*	*.0396*
Manassas city, Va.	*406,253*	*36,984*	*13.8*	*25.4*	*27.5*	*26.2*	*.0188*
Manassas	*406,253*	*36,984*	*13.8*	*25.4*	*27.5*	*26.2*	*.0188*
Manassas Park city, Va.	*81,873*	*33,864*	*11.4*	*34.0*	*28.8*	*17.9*	*.0018*
Manassas Park	*81,873*	*33,864*	*11.4*	*34.0*	*28.8*	*17.9*	*.0018*
Prince William, Va.	*3,416,014*	*41,866*	*10.5*	*22.0*	*25.9*	*36.6*	*.0922*
Stafford, Va.	*874,083*	*36,615*	*14.9*	*24.3*	*24.3*	*28.7*	*.0226*
SUBURBAN TOTAL	63,969,525	46,855	9.5	19.3	19.3	46.4	1.6145
TOTAL METRO COUNTIES	**10,665,993**	**26,962**	**19.6**	**24.3**	**14.4**	**23.8**	**.2639**
TOTAL STATE	**10,665,993**	**26,962**	**19.6**	**24.3**	**14.4**	**23.8**	**.2639**

Sun-Sentinel

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Florida

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
BRADENTON	**215.6**	**.0859**	**43.3**	**7.1**	**13.6**	**16.8**	**43.1**	**92.8**	**1,571,315**	**345,295**	**167,520**	**181,848**	**74,191**	**369,129**	**65,220**
Manatee	215.6	.0859	43.3	7.1	13.6	16.8	43.1	92.8	1,571,315	345,295	167,520	181,848	74,191	369,129	65,220
• Bradenton	44.6	.0178	41.9	7.8	14.6	16.6	41.7	19.2	645,019	167,336	55,602	47,939	26,694	189,455	26,115
SUBURBAN TOTAL	171.0	.0681	43.7	7.0	13.3	17.0	43.4	73.6	926,296	177,959	111,918	133,909	47,497	179,674	39,105
DAYTONA BEACH	**379.8**	**.1514**	**39.8**	**9.3**	**14.6**	**18.4**	**37.9**	**157.3**	**2,867,877**	**639,098**	**320,017**	**343,299**	**130,406**	**600,038**	**143,291**
Volusia	379.8	.1514	39.8	9.3	14.6	18.4	37.9	157.3	2,867,877	639,098	320,017	343,299	130,406	600,038	143,291
• Daytona Beach	63.4	.0253	35.2	17.3	15.6	15.5	34.7	28.2	1,121,929	112,155	124,691	177,872	33,157	358,498	46,742
SUBURBAN TOTAL	316.4	.1261	40.5	7.7	14.4	18.8	38.6	129.1	1,745,948	526,943	195,326	165,427	97,249	241,540	96,549
FORT LAUDERDALE–HOLLYWOOD–POMPANO BEACH	**1,278.4**	**.5098**	**38.0**	**8.0**	**16.9**	**20.7**	**33.8**	**538.2**	**12,064,658**	**2,156,473**	**1,272,569**	**1,143,440**	**656,932**	**3,467,564**	**532,473**
Broward	1,278.4	.5098	38.0	8.0	16.9	20.7	33.8	538.2	12,064,658	2,156,473	1,272,569	1,143,440	656,932	3,467,564	532,473
Coral Springs	80.9	.0323	31.4	9.1	15.4	28.7	15.8	27.5	464,125	100,582	47,392	85,580	15,820	64,707	27,330
Davie	48.1	.0192	32.7	9.4	20.2	24.4	20.9	18.2	356,882	99,579	64,282	37,405	12,511	24,656	13,778
Deerfield Beach	47.2	.0188	48.7	6.6	15.5	15.3	48.9	23.6	413,252	96,312	47,693	34,556	18,953	23,436	34,397
• Fort Lauderdale	152.1	.0606	37.6	8.5	18.4	22.2	32.0	67.7	2,985,590	318,025	380,985	178,757	154,678	1,260,632	86,033
• Hollywood	123.9	.0494	40.5	7.7	15.5	19.5	38.1	53.9	1,485,051	223,311	108,265	201,896	61,242	529,621	59,658

IF YOU THOUGHT THE TRIBUNE WAS AHEAD OF THE TIMES IN TAMPA BAY . . .

TAMPA SET FOR A HEROES' WELCOME
Details on today's tribute for Gen. Schwarzkopf and his troops
2A
SUNDAY
St. Petersburg Times
HIGHLIGHTS
Bush treated for heart flutter but condition not serious
Primer on the Soviet Union
Strike the Gold wins Derby
Who are Tampa's new m leader

You're 20 years behind.

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* ABC Fas-Fax Reports, 3 months ending March 31, 1991

St. Petersburg Times
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FLA. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Lauderhill	50.6	.0202	35.4	8.7	18.3	18.9	31.7	21.5	621,478	84,753	39,843	69,493	43,079	263,765	44,965
Margate	43.8	.0175	43.3	7.6	14.6	17.8	42.6	19.5	260,705	90,775	24,655	29,969	19,276	13,256	17,039
Miramar	41.4	.0165	32.2	9.0	19.7	22.1	22.4	14.7	115,348	47,724	13,597	3,852	5,305	6,330	9,001
Pembroke Pines	66.6	.0266	37.5	7.6	18.2	21.3	32.4	27.2	246,007	96,163	36,173	10,980	8,231	2,011	33,005
Plantation	67.9	.0271	37.2	8.8	16.2	25.1	28.8	27.0	864,390	132,148	55,194	196,922	39,425	218,491	25,259
• Pompano Beach	73.7	.0294	41.7	7.6	16.6	18.1	40.5	32.7	1,077,355	145,795	73,302	107,751	53,293	434,692	23,418
Sunrise	65.6	.0262	36.9	7.4	17.9	19.8	33.0	26.8	287,096	83,784	37,391	15,722	13,074	26,032	42,208
Tamarac	45.6	.0182	62.9	5.6	11.5	12.3	61.[illegible]	23.3	269,310	86,586	33,041	27,768	16,057	6,602	14,838
SUBURBAN TOTAL	928.7	.3704	37.5	8.1	16.9	20.7	33.[illegible]	383.9	6,516,662	1,469,342	710,017	655,036	387,719	1,242,619	363,364
FORT MYERS–CAPE CORAL	**345.2**	**.1376**	**42.3**	**7.2**	**14.0**	**17.9**	**41.3**	**144.4**	**3,103,309**	**575,943**	**324,702**	**361,368**	**194,339**	**690,738**	**111,151**
Lee	345.2	.1376	42.3	7.2	14.0	17.9	41.3	144.4	3,103,309	575,943	324,702	361,368	194,339	690,738	111,151
• Cape Coral	77.2	.0308	40.2	6.9	14.5	19.1	38.0	30.6	315,566	96,051	27,721	39,871	26,313	15,014	14,244
• Fort Myers	46.6	.0186	32.4	11.2	17.8	17.8	27.6	18.7	1,583,352	178,564	117,944	277,876	84,152	514,868	39,816
SUBURBAN TOTAL	221.4	.0882	45.6	6.5	13.0	17.4	45.4	95.1	1,204,391	301,328	179,037	43,621	83,874	160,856	57,091
FORT PIERCE	**258.9**	**.1032**	**40.8**	**7.2**	**14.5**	**18.0**	**39.4**	**104.4**	**2,039,160**	**412,114**	**182,568**	**202,348**	**132,874**	**542,693**	**97,030**
Martin	103.9	.0414	44.6	6.6	13.5	18.2	44.1	44.3	970,089	183,736	84,940	62,109	79,584	258,823	51,130
St. Lucie	155.0	.0618	38.2	7.5	15.1	17.9	36.3	60.1	1,069,071	228,378	97,628	140,239	53,290	283,870	45,900
• Fort Pierce	38.0	.0152	34.5	9.3	15.1	16.3	32.9	14.6	781,210	130,803	72,511	116,088	41,883	231,908	29,899
Port St. Lucie	57.7	.0230	35.5	6.6	17.9	19.4	31.3	21.4	201,254	88,103	15,165	23,631	8,058	5,242	13,883
SUBURBAN TOTAL	220.9	.0880	41.8	6.7	[illegible]	18.3	40.5	89.8	1,257,950	281,311	110,057	86,260	90,991	310,785	67,131
FORT WALTON BEACH	**146.9**	**.0586**	**31.7**	**10.9**	[illegible]	**20.4**	**23.1**	**54.5**	**1,124,378**	**190,342**	**146,378**	**161,452**	**54,226**	**226,364**	**43,346**
Okaloosa	146.9	.0586	31.7	10.9	[illegible]	20.4	23.1	54.5	1,124,378	190,342	146,378	161,452	54,226	226,364	43,346
• Fort Walton Beach	21.9	.0087	33.5	10.8	18.1	18.8	28.4	8.7	420,995	31,900	57,869	50,913	21,390	167,094	7,162
SUBURBAN TOTAL	125.0	.0499	31.4	10.9	19.8	20.6	22.2	45.8	703,383	158,442	88,509	110,539	32,836	59,270	36,184
GAINESVILLE	**206.6**	**.0824**	**29.1**	**20.3**	**18.0**	**19.6**	**19.8**	**79.5**	**1,576,875**	**352,038**	**163,803**	**206,437**	**68,446**	**362,811**	**41,206**
Alachua	183.9	.0733	28.5	21.6	17.7	19.3	19.1	72.2	1,461,438	325,339	151,887	204,201	62,549	334,469	36,574
• Gainesville	85.8	.0342	26.9	26.9	17.0	17.8	18.4	32.3	1,028,074	197,347	91,836	128,463	52,187	296,524	24,129
Bradford	22.7	.0091	33.6	9.3	19.3	21.8	25.5	7.3	115,437	26,699	11,916	2,236	5,897	28,342	4,632
SUBURBAN TOTAL	120.8	.0482	30.6	15.6	18.7	20.9	20.8	47.2	548,801	154,691	71,987	77,974	16,259	66,187	17,077
JACKSONVILLE	**927.1**	**.3696**	**32.2**	**10.6**	**18.5**	**21.4**	**23.4**	**351.5**	**7,237,701**	**1,302,639**	**785,491**	**786,219**	**344,096**	**1,820,858**	**374,693**
Clay	109.0	.0434	32.0	9.4	16.6	24.3	20.7	37.7	760,296	144,183	65,338	153,585	44,752	141,674	23,822
Duval	686.7	.2738	31.6	11.2	19.2	20.8	22.7	262.7	5,735,224	963,890	616,594	547,754	279,489	1,508,794	313,568
• Jacksonville	648.2	.2584	31.5	11.3	19.2	20.6	22.6	246.3	5,448,981	877,961	566,628	534,469	269,725	1,482,110	291,464
Nassau	45.0	.0179	33.4	9.0	16.4	22.7	24.7	16.6	261,546	71,366	22,573	26,387	4,474	47,662	9,262
St. Johns	86.4	.0345	37.2	8.8	15.4	21.8	31.6	34.5	580,635	123,200	80,986	58,493	15,381	122,728	28,041
SUBURBAN TOTAL	278.9	.1112	34.1	9.2	16.5	23.1	25.4	105.2	1,888,720	424,678	218,863	251,750	74,371	338,748	83,229
LAKELAND–WINTER HAVEN	**411.9**	**.1642**	**36.7**	**9.0**	**14.6**	**18.8**	**33.4**	**158.6**	**2,805,105**	**576,295**	**232,193**	**355,970**	**125,256**	**659,489**	**127,127**
Polk	411.9	.1642	36.7	9.0	14.6	18.8	33.4	158.6	2,805,105	576,295	232,193	355,970	125,256	659,489	127,127
• Lakeland	71.7	.0286	38.3	10.5	14.0	17.4	36.7	30.1	1,074,403	172,450	94,077	183,282	57,381	251,296	46,128
• Winter Haven	25.1	.0100	43.2	7.8	13.3	16.2	43.2	11.1	524,535	83,546	48,670	95,836	29,290	127,457	26,287
SUBURBAN TOTAL	315.1	.1256	35.9	8.7	14.8	19.3	31.9	117.4	1,206,167	320,299	89,446	76,852	38,585	280,736	54,712
MELBOURNE–TITUSVILLE–PALM BAY	**408.8**	**.1629**	**36.5**	**8.6**	**17.3**	**19.5**	**32.6**	**165.4**	**2,964,038**	**573,527**	**319,046**	**407,973**	**126,964**	**720,703**	**83,387**
Brevard	408.8	.1629	36.5	8.6	17.3	19.5	32.6	165.4	2,964,038	573,527	319,046	407,973	126,964	720,703	83,387
• Melbourne	61.1	.0244	34.8	11.7	18.2	18.5	31.1	25.7	887,099	98,961	70,928	176,178	39,004	286,647	16,221
• Palm Bay	64.2	.0256	31.5	8.7	21.3	19.5	23.1	23.9	191,219	59,141	24,419	20,760	5,857	15,783	9,600
• Titusville	40.4	.0161	35.8	8.6	17.1	18.2	32.8	16.6	372,449	79,904	45,699	60,765	6,027	90,285	11,994
SUBURBAN TOTAL	243.1	.0968	38.8	7.9	16.0	20.0	35.3	99.2	1,513,271	335,521	178,000	150,270	76,076	327,988	45,572
MIAMI–HIALEAH	**1,963.0**	**.7826**	**34.4**	**9.8**	**17.0**	**20.4**	**28.5**	**701.8**	**15,113,192**	**2,705,413**	**1,560,951**	**1,890,433**	**891,497**	**3,301,462**	**769,760**
Dade	1,963.0	.7826	34.4	9.8	17.0	20.4	28.5	701.8	15,113,192	2,705,413	1,560,951	1,890,433	891,497	3,301,462	769,760
Coral Gables	40.6	.0162	37.2	16.5	14.7	21.1	32.1	15.7	633,405	78,396	68,042	14,007	39,142	284,614	21,144
• Hialeah	190.5	.0760	36.1	9.8	15.3	18.8	32.6	60.2	1,204,988	260,403	94,400	237,715	59,864	115,182	75,761
• Miami	363.3	.1448	36.2	9.2	16.0	19.1	32.6	132.0	3,634,785	620,447	376,637	410,531	241,935	779,948	203,566
• Miami Beach	93.9	.0374	44.6	7.5	16.0	18.0	44.3	50.0	392,096	119,247	77,911	21,168	9,172	16,502	51,924

Dominent Coverage Of The Florida Panhandle.

The Florida Gulf Dailies.

The Northwest Florida Daily News

- Serving 19 communities in Okaloosa, Walton and Santa Rosa Counties.
- The Okaloosa/Ft. Walton area ranks as the 10th fastest growing metro area in the country.
- Retail sales in Okaloosa County of over 1.130 billion annually--and growing strong!
- Coverage of the MSA by the Daily News is 58.5% Daily and 65% Sunday.

Represented by Papert Companies
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The News Herald

- Serving 22 communities in Bay, Gulf and Washington counties.
- The Bay County area is ranked 16th for fastest population growth of any metro market.
- Retail sales in Bay county of over 1.033 billion annually--and growing strong!
- Coverage of the MSA by The News Herald is 64.5% daily and 72% Sunday.

Represented by Papert Companies
214-699-0000

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
North Miami	50.7	.0202	33.8	9.7	19.8	20.6	27.1	20.4	481,478	107,958	57,455	24,280	40,162	67,646	30,392
SUBURBAN TOTAL	1,315.3	.5244	33.2	10.2	17.5	21.2	25.6	459.6	9,881,323	1,705,316	1,012,003	1,221,019	580,526	2,389,830	438,509
MIAMI-FORT LAUDERDALE CONSOLIDATED AREA	***3,241.4***	***1.2924***	***35.8***	***9.1***	***16.9***	***20.4***	***30.7***	***1,240.0***	***27,177,850***	***4,861,886***	***2,833,520***	***3,033,873***	***1,548,429***	***6,769,026***	***1,302,233***
NAPLES	**157.4**	**.0628**	**41.1**	**7.7**	**14.4**	**18.5**	**39.4**	**63.9**	**1,399,666**	**307,114**	**145,566**	**140,154**	**132,913**	**240,957**	**64,526**
Collier	157.4	.0628	41.1	7.7	14.4	18.5	39.4	63.9	1,399,666	307,114	145,566	140,154	132,913	240,957	64,526
• Naples	20.2	.0081	59.7	4.2	7.5	15.1	62.8	10.2	723,430	147,116	72,787	107,979	57,677	95,531	35,118
SUBURBAN TOTAL	137.2	.0547	38.6	8.2	15.5	18.9	35.9	53.7	676,236	159,998	72,779	32,175	75,236	145,426	29,408
OCALA	**200.5**	**.0800**	**40.2**	**7.6**	**13.6**	**17.9**	**38.6**	**80.5**	**1,408,163**	**295,369**	**129,801**	**171,827**	**64,246**	**277,735**	**73,630**
Marion	200.5	.0800	40.2	7.6	13.6	17.9	38.6	80.5	1,408,163	295,369	129,801	171,827	64,246	277,735	73,630
• Ocala	43.3	.0173	37.6	9.0	14.1	18.2	35.0	17.9	1,031,774	179,201	104,404	143,927	48,712	220,732	54,757
SUBURBAN TOTAL	157.2	.0627	41.0	7.2	13.5	17.9	39.5	62.6	376,389	116,168	25,397	27,900	15,534	57,003	18,873
ORLANDO	**1,104.8**	**.4404**	**32.3**	**11.4**	**19.3**	**21.4**	**23.3**	**414.1**	**9,895,768**	**1,701,348**	**1,240,059**	**1,106,142**	**435,251**	**2,320,382**	**259,709**
Orange	697.1	.2780	31.6	12.5	20.3	20.4	22.8	262.6	6,803,516	1,089,195	850,487	733,943	271,208	1,627,585	161,026
• Orlando	169.5	.0676	30.7	16.1	22.2	18.5	22.0	67.6	2,082,385	401,098	292,813	348,606	90,604	378,898	45,604
Osceola	111.8	.0445	33.8	9.9	16.7	20.7	27.3	40.7	866,824	178,119	160,689	91,492	17,076	211,748	29,732
Seminole	295.9	.1179	33.3	9.4	18.0	24.1	22.9	110.8	2,225,428	434,034	228,883	280,707	146,967	481,049	68,951
SUBURBAN TOTAL	935.3	.3728	32.6	10.6	18.7	21.9	23.6	346.5	7,813,383	1,300,250	947,246	757,536	344,647	1,941,484	214,105
PANAMA CITY	**129.2**	**.0515**	**33.3**	**9.8**	**17.5**	**20.6**	**26.5**	**49.8**	**1,089,654**	**264,471**	**154,337**	**149,697**	**43,282**	**209,042**	**38,342**
Bay	129.2	.0515	33.3	9.8	17.5	20.6	26.5	49.8	1,089,654	264,471	154,337	149,697	43,282	209,042	38,342
• Panama City	35.0	.0140	34.9	9.3	16.1	19.4	30.4	14.3	773,243	142,286	89,433	126,149	29,135	190,953	26,583
SUBURBAN TOTAL	94.2	.0375	32.8	9.9	18.2	21.0	25.0	35.5	316,411	122,185	64,904	23,548	14,147	18,089	11,759
PENSACOLA	**348.8**	**.1390**	**32.5**	**11.2**	**17.2**	**20.5**	**25.2**	**130.2**	**2,399,482**	**454,310**	**236,654**	**323,319**	**105,318**	**558,505**	**90,929**
Escombia	265.4	.1058	32.5	11.8	16.9	20.0	25.8	99.6	2,065,657	361,633	210,327	282,290	96,423	490,713	71,854
• Pensacola	58.7	.0234	35.9	9.6	15.2	20.4	30.9	24.2	741,848	109,051	82,560	90,513	51,292	226,046	27,201
Santa Rosa	83.4	.0332	32.5	9.1	18.0	21.9	23.7	30.6	333,825	92,677	26,327	41,029	8,895	67,792	19,075
SUBURBAN TOTAL	290.1	.1156	31.9	11.5	17.6	20.5	24.1	106.0	1,657,634	345,259	154,094	232,806	54,026	332,459	63,728
SARASOTA	**282.7**	**.1128**	**48.9**	**6.1**	**11.9**	**17.3**	**48.8**	**127.8**	**2,865,270**	**485,720**	**302,535**	**326,343**	**198,890**	**671,525**	**130,146**
Sarasota	282.7	.1128	48.9	6.1	11.9	17.3	48.8	127.8	2,865,270	485,720	302,535	326,343	198,890	671,525	130,146
• Sarasota	51.9	.0207	40.3	9.3	15.8	18.0	38.9	23.2	1,412,468	223,774	174,673	187,907	104,931	246,878	72,176
SUBURBAN TOTAL	230.8	.0921	51.2	5.4	11.0	17.2	51.0	104.6	1,452,802	261,946	127,862	138,436	93,959	424,647	57,970

NAPLES

The fastest growing MSA in the USA ...

SALES PER HOUSEHOLD

RETAIL SALES	$21,904
FOOD SALES	$4,806
FURNITURE, FURNISHINGS & APPLIANCES	$2,080
EAT/DRINK SALES	$2,278

SOURCE: 1991 Sales & Marketing Management Survey of Buying Power

The only paper that delivers the Naples/Collier County market ...

DAILY
79.07% Coverage Of Occupied Households

SUNDAY
99.23% Coverage Of Occupied Households

SOURCE: Audit Bureau of Circulations FAS FAX Audit for six months ending 3/31/91. Percentages are combination of City Zone and Retail Trading Zone as defined by Audit Bureau of Circulations.

Naples Daily News

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FLA. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
TALLAHASSEE	**237.3**	**.0945**	**29.4**	**18.3**	**17.2**	**20.9**	**19.5**	**89.8**
Gadsden	41.3	.0164	31.8	9.8	15.3	19.5	25.6	13.5
Leon	196.0	.0781	29.0	20.1	17.9	21.2	18.1	76.3
• Tallahassee	127.0	.0506	27.4	26.4	17.8	18.5	18.0	51.3
SUBURBAN TOTAL	110.3	.0439	31.9	9.0	17.0	23.6	21.1	38.5
TAMPA–ST. PETERSBURG–CLEARWATER	**2,110.1**	**.8413**	**38.9**	**8.5**	**15.6**	**19.5**	**35.9**	**887.4**
Hernando	105.7	.0421	49.4	5.8	10.4	15.8	49.4	44.2
Hillsborough	853.5	.3403	33.1	10.6	18.4	21.4	25.2	332.7
• Tampa	286.5	.1142	33.4	11.0	18.7	19.4	27.7	117.5
Pasco	287.5	.1147	48.0	6.6	11.7	15.6	48.1	124.5
Pinellas	863.4	.3442	42.4	7.4	14.7	19.1	40.9	386.0
• Clearwater	100.1	.0399	42.4	8.1	14.3	19.2	40.7	44.7
Largo	66.6	.0266	47.0	7.3	15.1	16.2	47.2	32.4
Pinellas Park	44.0	.0175	38.0	8.2	16.9	18.2	35.7	18.4
• St. Petersburg	241.9	.0964	39.0	8.3	16.0	19.5	36.2	107.1
SUBURBAN TOTAL	1,481.6	.5908	39.8	8.0	15.0	19.4	37.2	618.1
WEST PALM BEACH–BOCA RATON–DELRAY BEACH	**896.4**	**.3574**	**40.3**	**7.4**	**15.6**	**19.1**	**38.2**	**379.8**
Palm Beach	896.4	.3574	40.3	7.4	15.6	19.1	38.2	379.8
• Boca Raton	63.8	.0254	41.2	9.0	14.5	21.8	37.4	27.3
Boynton Beach	48.0	.0191	43.0	7.0	15.1	16.4	43.1	21.1
• Delray Beach	49.0	.0195	45.3	6.8	14.5	16.9	45.6	22.2
• West Palm Beach	70.2	.0280	35.2	9.9	18.8	19.0	31.3	29.9
SUBURBAN TOTAL	713.4	.2845	40.4	7.1	15.4	18.9	38.5	300.4
OTHER COUNTIES								
Baker	18.8	.0075	30.1	10.0	18.2	21.3	19.9	5.7
Calhoun	11.2	.0044	33.5	10.2	15.8	19.4	28.3	3.9
Charlotte	114.9	.0458	53.4	5.7	10.6	15.0	53.0	50.2
Citrus	96.7	.0386	50.6	5.4	10.4	15.8	50.7	42.0
Columbia	43.1	.0172	33.6	9.0	15.0	20.2	27.7	15.8
De Soto	24.2	.0097	36.8	9.1	14.7	18.5	33.8	8.4

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
TALLAHASSEE	**1,740,057**	**330,037**	**176,727**	**239,310**	**90,748**	**336,506**	**52,882**
Gadsden	180,861	54,628	8,215	16,941	5,171	42,270	9,800
Leon	1,559,196	275,409	168,512	222,369	85,577	294,236	43,062
• Tallahassee	1,335,603	226,791	153,534	196,098	80,882	255,430	33,533
SUBURBAN TOTAL	404,454	103,246	23,193	43,212	9,866	81,076	19,349
TAMPA–ST. PETERSBURG–CLEARWATER	**16,910,792**	**3,264,225**	**1,645,567**	**2,011,985**	**831,683**	**3,706,927**	**677,194**
Hernando	507,039	129,793	45,636	66,691	27,726	85,283	28,002
Hillsborough	6,646,071	1,282,957	719,105	871,028	368,764	1,471,394	249,168
• Tampa	3,617,554	504,931	408,549	516,127	216,995	966,697	103,397
Pasco	1,822,492	464,530	133,887	227,463	93,186	447,501	77,863
Pinellas	7,935,190	1,386,945	746,939	846,803	342,007	1,702,749	322,161
• Clearwater	2,662,256	230,964	167,381	266,705	96,286	664,584	42,210
Largo	520,731	205,778	52,768	42,354	33,741	33,900	30,855
Pinellas Park	384,318	79,407	23,141	106,862	15,454	41,426	11,423
• St. Petersburg	2,054,235	386,071	172,172	289,427	67,153	522,076	96,483
SUBURBAN TOTAL	8,576,747	2,142,259	897,465	939,726	451,249	1,553,570	435,104
WEST PALM BEACH–BOCA RATON–DELRAY BEACH	**8,040,924**	**1,441,802**	**844,273**	**917,389**	**507,430**	**1,845,504**	**346,572**
Palm Beach	8,040,924	1,441,802	844,273	917,389	507,430	1,845,504	346,572
• Boca Raton	932,689	231,322	149,479	36,945	101,843	18,655	56,726
Boynton Beach	413,827	88,088	45,897	96,720	15,137	4,983	21,178
• Delray Beach	977,897	110,834	63,100	31,635	32,696	534,494	31,581
• West Palm Beach	1,502,685	98,980	123,040	305,729	105,606	590,085	33,888
SUBURBAN TOTAL	4,627,653	1,000,666	508,654	543,080	267,285	702,270	224,377
OTHER COUNTIES							
Baker	49,711	23,858	3,342	2,919	1,332	4,306	2,169
Calhoun	43,189	11,500	3,049	2,654	917	7,393	2,807
Charlotte	597,965	149,167	56,475	65,942	38,980	97,370	29,803
Citrus	530,020	126,055	43,049	39,687	20,804	123,677	34,230
Columbia	341,154	79,359	35,874	48,298	14,817	64,809	8,260
De Soto	119,175	39,206	7,506	9,130	932	26,241	7,247

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Sources: ABC Audits 12-31-86 to 12-31-90
Sales & Marketing Management 1991; Survey of Buying Power

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POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Dixie	10.8	.0043	37.0	8.4	14.2	19.9	32.9	4.0	42,031	17,104	2,740	1,462	1,336	6,537	1,549
Flagler	30.2	.0120	46.4	6.1	11.3	17.0	46.3	12.5	132,489	37,246	10,768	262	893	39,775	5,963
Franklin	9.1	.0037	39.0	7.5	13.2	19.6	35.5	3.7	38,130	20,415	2,796	1,363	591	4,618	1,369
Gilchrist	9.9	.0040	33.6	13.2	13.5	19.2	28.8	3.4	23,674	9,443	1,495	190	258	234	275
Glades	7.7	.0031	40.4	6.9	12.1	17.9	38.5	2.9	11,635	9,002	692	423	39	297	
Gulf	11.6	.0046	35.9	8.9	15.2	18.5	32.6	4.4	44,646	18,067	7,521	2,395	1,545	3,771	1,399
Hamilton	11.1	.0044	30.9	11.1	16.6	19.7	23.5	3.6	54,779	13,020	3,852	1,341	1,127	11,046	2,405
Hardee	19.5	.0078	33.0	9.7	13.8	18.3	28.9	6.4	109,247	39,159	4,093	10,978	1,763	27,896	1,749
Hendry	26.4	.0105	30.3	10.1	15.6	18.7	24.1	8.6	134,734	48,428	11,011	14,267	3,138	23,339	3,172
Highlands	70.2	.0280	51.3	5.6	10.4	14.0	51.2	30.3	484,733	107,484	29,122	59,771	25,294	152,837	17,072
Holmes	15.9	.0064	35.7	9.3	14.7	20.2	30.8	5.8	50,171	12,985	7,146	1,693	1,052	10,257	2,928
Indian River	92.5	.0369	44.2	6.7	12.7	17.1	44.0	39.0	720,607	182,518	61,267	68,092	40,235	133,151	40,354
Jackson	41.7	.0166	34.4	10.8	15.1	20.1	29.0	14.6	249,968	55,283	11,496	14,929	7,876	63,592	10,418
Jefferson	11.4	.0045	33.8	8.8	13.7	20.1	28.3	4.0	45,445	11,415	1,864	686	2,048	2,637	1,177
Lafayette	5.7	.0023	32.3	10.8	19.5	19.7	25.0	1.8	7,551	4,178	130		100	354	253
Lake	155.9	.0622	44.8	6.7	12.1	16.6	44.7	65.2	1,043,787	228,137	85,715	129,898	33,480	279,378	40,429
Levy	26.4	.0106	38.7	7.7	13.1	19.0	35.8	10.3	129,778	41,091	11,679	3,624	888	20,664	7,027
Liberty	5.6	.0022	32.5	11.0	19.5	20.3	24.8	1.7	12,166	6,206	567		95	767	310
Madison	16.7	.0067	32.4	10.5	16.0	18.6	27.2	5.6	64,215	15,198	2,083	1,096	2,540	5,052	7,848
Monroe	79.3	.0316	39.2	7.7	17.6	24.1	33.1	34.2	762,017	178,101	150,986	61,177	22,688	85,684	35,930
Okeechobee	30.4	.0121	34.4	8.9	14.5	17.7	31.5	10.5	187,742	63,999	20,475	27,314	5,174	18,072	7,250
Putnam	66.0	.0263	37.4	7.8	13.4	18.6	34.6	25.4	329,061	97,095	24,165	47,845	9,336	53,356	13,597
Sumter	32.1	.0128	40.4	8.5	12.9	16.8	39.4	12.3	156,219	42,138	17,616	10,363	2,302	15,149	3,322
Suwannee	27.1	.0108	36.6	8.2	13.0	19.3	32.8	10.2	128,917	41,358	10,846	7,353	995	26,036	14,825
Taylor	17.2	.0069	33.6	8.6	15.3	19.2	28.6	6.4	121,484	34,112	9,484	8,840	4,612	27,453	4,067
Union	10.2	.0041	31.4	8.9	23.5	23.4	18.3	2.6	18,222	8,166	110		455	1,393	1,077
Wakulla	14.5	.0058	34.2	7.9	14.8	23.3	25.6	5.3	42,140	19,276	3,457	2,206	1,856	5,191	114
Walton	28.3	.0113	38.1	7.6	14.4	19.6	34.5	11.5	111,072	42,201	10,922	2,503	2,552	14,683	4,739
Washington	17.1	.0068	37.4	8.5	12.9	19.5	33.7	6.5	48,729	25,017	4,181	1,040	1,126	1,724	4,236
TOTAL METRO COUNTIES	**12,009.4**	**4.7879**	**36.3**	**9.4**	**16.4**	**19.9**	**32.0**	**4,771.7**	**98,317,384**	**18,373,573**	**10,350,757**	**11,426,953**	**5,208,988**	**22,928,932**	**4,122,614**
TOTAL STATE	**13,218.8**	**5.2704**	**36.6**	**9.2**	**16.2**	**19.8**	**32.6**	**5,250.4**	**105,303,987**	**20,230,560**	**11,008,331**	**12,076,694**	**5,462,214**	**24,287,671**	**4,442,004**

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FINAL EDITION

Sources: U.S. Department of Commerce.

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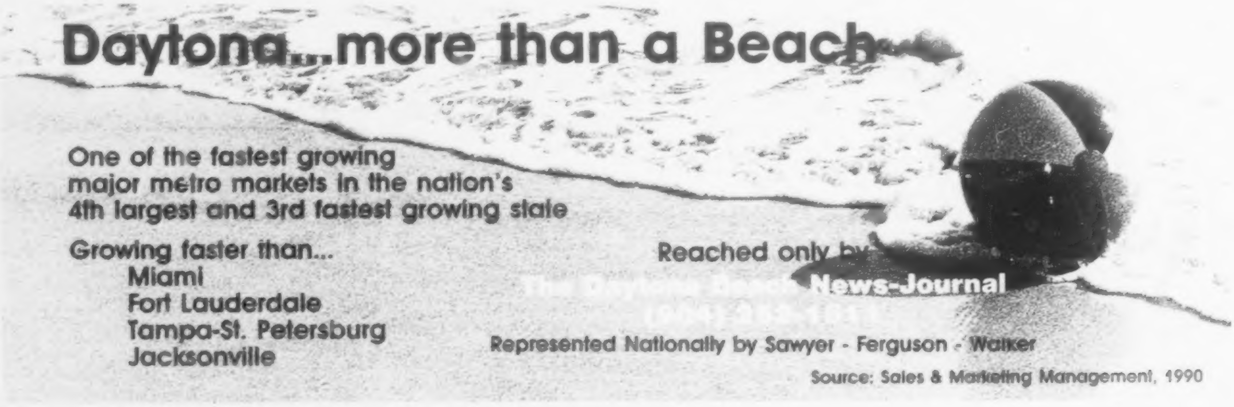
FLA. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BRADENTON	**3,060,669**	**24,742**	**24.3**	**28.3**	**15.6**	**16.5**	**.0870**
Manatee	3,060,669	24,742	24.3	28.3	15.6	16.5	.0870
• Bradenton	606,758	23,651	23.3	26.8	15.5	15.5	.0229
SUBURBAN TOTAL	2,453,911	24,996	24.5	28.7	15.6	16.8	.3641
DAYTONA BEACH	**5,030,289**	**23,439**	**25.2**	**27.0**	**14.5**	**16.2**	**.1498**
Volusia	5,030,289	23,439	25.2	27.0	14.5	16.2	.1498
• Daytona Beach	784,016	19,592	26.5	24.7	11.9	12.4	.0349
SUBURBAN TOTAL	4,246,273	24,368	24.9	27.4	15.1	17.1	.1149
FORT LAUDERDALE–HOLLYWOOD–POMPANO BEACH	**21,697,400**	**30,411**	**19.4**	**25.3**	**17.5**	**25.9**	**.6122**
Broward	21,697,400	30,411	19.4	25.3	17.5	25.9	.6122
Coral Springs	1,492,645	46,797	9.9	18.1	18.4	46.7	.0355
Davie	833,396	37,815	13.2	22.5	19.0	35.0	.0217
Deerfield Beach	796,476	26,193	24.1	30.1	15.7	18.4	.0220
• Fort Lauderdale	2,771,909	27,477	20.9	24.9	15.3	23.8	.1013
• Hollywood	2,120,803	28,440	20.8	23.8	16.3	24.7	.0648
Lauderhill	805,132	30,232	18.6	29.4	19.6	21.8	.0259
Margate	713,502	30,318	20.5	28.2	19.6	23.2	.0180
Miramar	637,892	39,037	13.8	21.2	21.8	34.2	.0143
Pembroke Pines	1,311,693	42,948	11.6	20.1	22.1	40.2	.0281
Plantation	1,506,519	45,633	12.3	19.0	17.6	45.5	.0413
• Pompano Beach	1,369,345	30,719	18.7	25.6	16.7	27.0	.0433
Sunrise	1,032,845	31,760	19.2	25.9	19.0	26.2	.0248
Tamarac	885,004	28,048	23.7	27.8	16.5	22.8	.0208
SUBURBAN TOTAL	15,435,343	31,165	19.0	25.5	18.1	26.3	.4028
FORT MYERS–CAPE CORAL	**5,210,253**	**26,730**	**22.4**	**28.2**	**17.0**	**19.6**	**.1534**
Lee	5,210,253	26,730	22.4	28.2	17.0	19.6	.1534
• Cape Coral	1,203,008	31,280	18.5	28.5	19.8	24.6	.0286
• Fort Myers	582,786	21,557	25.8	25.1	14.8	13.6	.0383
SUBURBAN TOTAL	3,424,459	26,413	23.0	28.6	16.6	19.1	.0865



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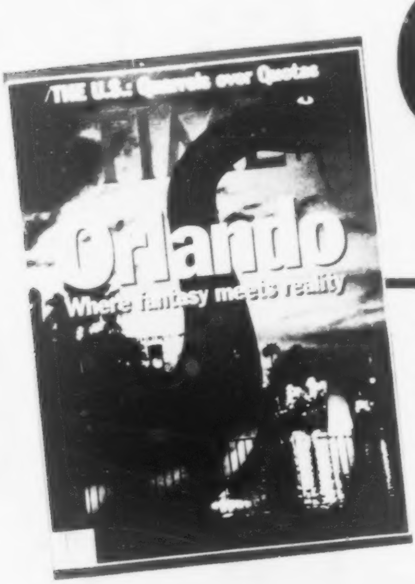
EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
FORT PIERCE	**3,484,750**	**25,049**	**22.9**	**27.2**	**15.4**	**17.6**	**.1042**
Martin	1,566,145	26,260	22.5	26.5	16.0	19.7	.0468
St. Lucie	1,918,605	24,159	23.2	27.7	14.9	16.1	.0574
• Fort Pierce	394,434	18,695	25.2	24.6	10.7	11.8	.0216
Port St. Lucie	845,493	33,173	15.4	30.4	23.3	22.9	.0200
SUBURBAN TOTAL	3,090,316	26,101	22.4	27.6	16.2	18.6	.0826
FORT WALTON BEACH	**1,899,967**	**26,442**	**23.7**	**26.8**	**17.3**	**19.3**	**.0575**
Okaloosa	1,899,967	26,442	23.7	26.8	17.3	19.3	.0575
• Fort Walton Beach	328,643	29,835	20.5	25.2	19.3	23.4	.0134
SUBURBAN TOTAL	1,571,324	25,933	24.4	27.1	16.9	18.6	.0441
GAINESVILLE	**2,508,760**	**22,050**	**22.9**	**22.7**	**14.5**	**16.8**	**.0786**
Alachua	2,312,525	22,360	22.7	22.5	14.6	17.4	.0721
• Gainesville	1,077,916	22,611	23.1	22.1	14.9	17.7	.0393
Bradford	196,235	19,719	24.5	24.8	13.5	11.1	.0065
SUBURBAN TOTAL	1,430,844	21,727	22.7	23.1	14.3	16.1	.0393
JACKSONVILLE	**12,677,224**	**27,605**	**19.6**	**25.2**	**17.1**	**21.7**	**.3768**
Clay	1,472,644	32,874	17.0	23.8	20.3	26.8	.0423
Duval	9,482,209	27,333	19.6	25.0	16.9	21.6	.2855
• Jacksonville	8,829,116	27,198	19.7	24.8	16.8	21.5	.2683
Nassau	478,831	24,468	21.3	28.9	16.7	12.8	.0148
St. Johns	1,243,540	26,328	21.5	26.0	16.0	21.0	.0342
SUBURBAN TOTAL	3,848,108	28,561	19.3	25.7	17.9	22.3	.1085
LAKELAND–WINTER HAVEN	**5,077,650**	**23,966**	**23.6**	**27.5**	**15.8**	**15.0**	**.1520**
Polk	5,077,650	23,966	23.6	27.5	15.8	15.0	.1520
• Lakeland	929,428	22,448	24.1	26.1	14.5	14.7	.0368
• Winter Haven	338,328	21,565	26.1	24.4	13.7	15.1	.0155
SUBURBAN TOTAL	3,809,894	24,543	23.3	28.1	16.3	15.1	.0997
MELBOURNE–TITUSVILLE–PALM BAY	**5,509,385**	**26,592**	**22.6**	**26.8**	**17.5**	**18.9**	**.1605**
Brevard	5,509,385	26,592	22.6	26.8	17.5	18.9	.1605
• Melbourne	746,842	23,241	25.6	27.4	17.5	12.2	.0303
• Palm Bay	761,048	27,155	21.2	34.2	18.0	15.4	.0192
• Titusville	536,529	26,088	21.3	25.1	16.6	19.6	.0171
SUBURBAN TOTAL	3,464,966	27,537	22.4	25.1	17.5	21.3	.0939
MIAMI–HIALEAH	**25,533,002**	**26,243**	**20.1**	**23.5**	**15.3**	**22.1**	**.7723**
Dade	25,533,002	26,243	20.1	23.5	15.3	22.1	.7723
Coral Gables	883,722	36,406	15.5	20.0	13.4	38.2	.0264
• Hialeah	1,977,028	27,238	19.8	27.3	18.3	18.6	.0634
• Miami	3,749,592	19,209	23.8	23.3	11.6	13.4	.1429
• Miami Beach	1,388,000	14,859	27.2	17.0	7.9	13.3	.0338
North Miami	722,140	26,672	22.2	26.8	17.1	19.3	.0224
SUBURBAN TOTAL	18,418,382	30,081	18.3	23.9	16.8	26.0	.5322
MIAMI–FORT LAUDERDALE CONSOLIDATED AREA	***47,230,402***	***28,080***	***19.8***	***24.3***	***16.3***	***23.7***	***1.3845***
NAPLES	**2,290,240**	**24,454**	**23.4**	**26.2**	**13.7**	**19.0**	**.0685**
Collier	2,290,240	24,454	23.4	26.2	13.7	19.0	.0685
• Naples	522,658	33,092	19.0	22.1	14.5	33.2	.0211
SUBURBAN TOTAL	1,767,582	23,209	24.3	27.0	13.5	16.3	.0474
OCALA	**2,175,470**	**19,616**	**28.7**	**26.8**	**11.9**	**10.4**	**.0705**
Marion	2,175,470	19,616	28.7	26.8	11.9	10.4	.0705
• Ocala	512,065	19,593	26.9	24.2	12.0	12.8	.0279
SUBURBAN TOTAL	1,663,405	19,621	29.4	27.4	11.8	9.7	.0426
ORLANDO	**15,279,293**	**28,067**	**20.7**	**26.1**	**17.5**	**21.8**	**.4708**
Orange	9,746,655	27,872	20.7	26.5	17.3	21.5	.3078
• Orlando	2,377,830	24,212	23.2	25.6	15.0	17.7	.0821
Osceola	1,100,960	20,621	28.7	27.7	13.4	10.4	.0391
Seminole	4,431,678	32,383	17.7	24.6	19.4	26.8	.1239
SUBURBAN TOTAL	12,901,463	28,886	20.2	26.2	18.0	22.6	.3887



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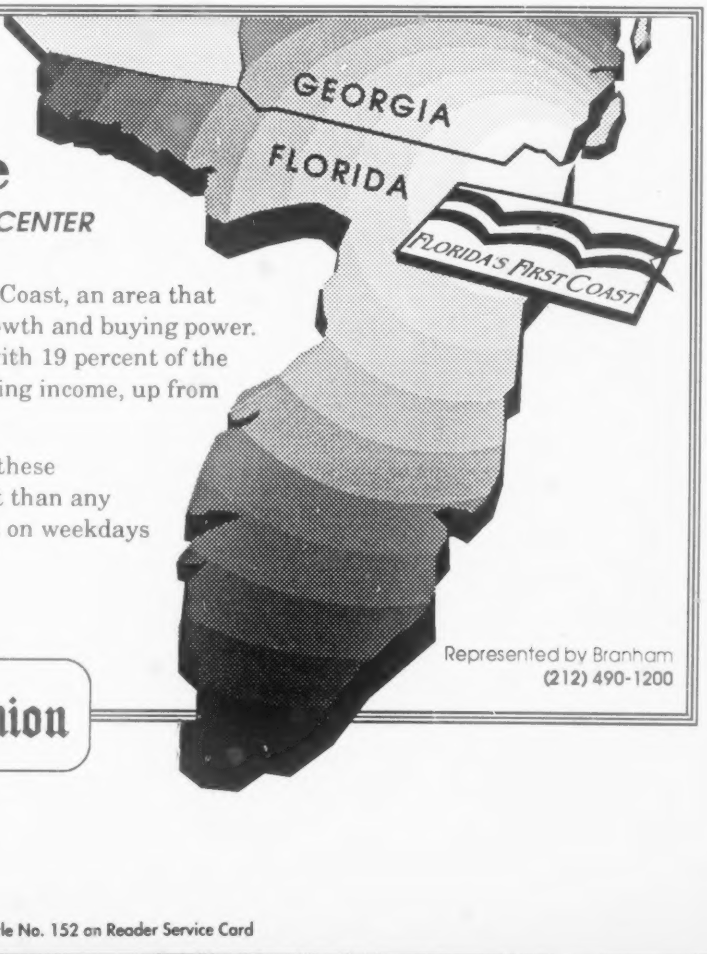
EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: A	B	C	D	Buying Power Index
			(A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				
PANAMA CITY	**1,317,508**	**19,920**	**27.7**	**26.6**	**12.9**	**10.3**	**.0473**
Bay	1,317,508	19,920	27.7	26.6	12.9	10.3	.0473
• Panama City	346,561	17,368	27.6	23.9	11.3	9.1	.0206
SUBURBAN TOTAL	970,947	20,770	27.7	27.7	13.6	10.8	.0267
PENSACOLA	**4,425,231**	**26,150**	**20.7**	**25.5**	**17.4**	**18.8**	**.1309**
Escambia	3,381,606	26,003	20.9	25.4	17.4	18.7	.1037
• Pensacola	829,358	25,437	19.9	23.5	16.2	20.1	.0288
Santa Rosa	1,043,625	26,630	20.1	25.6	17.3	19.4	.0272
SUBURBAN TOTAL	3,595,873	26,301	20.8	26.0	17.6	18.6	.1021
SARASOTA	**4,433,741**	**25,788**	**23.6**	**28.0**	**15.8**	**18.7**	**.1334**
Sarasota	4,433,741	25,788	23.6	28.0	15.8	18.7	.1334
• Sarasota	751,587	22,187	26.1	25.5	13.8	15.4	.0383
SUBURBAN TOTAL	3,682,154	26,531	23.1	28.5	16.2	19.4	.0951
TALLAHASSEE	**3,054,233**	**24,426**	**21.2**	**23.5**	**14.6**	**20.1**	**.0914**
Gadsden	321,771	17,477	24.6	25.4	9.8	9.3	.0108
Leon	2,732,462	25,881	20.6	23.3	15.4	22.0	.0806
• Tallahassee	1,717,934	22,456	22.3	22.6	12.8	19.5	.0569
SUBURBAN TOTAL	1,336,299	26,671	19.7	24.8	17.0	20.9	.0345
TAMPA–ST. PETERSBURG–CLEARWATER	**29,695,225**	**24,976**	**23.8**	**27.1**	**15.7**	**17.8**	**.8733**
Hernando	1,224,103	21,764	29.1	30.2	14.4	10.2	.0343
Hillsborough	11,569,930	26,626	20.7	25.2	16.9	20.2	.3437
• Tampa	3,671,875	22,119	23.7	24.2	14.4	15.8	.1354
Pasco	3,511,926	21,554	29.4	30.5	13.2	11.0	.1034
Pinellas	13,389,266	25,434	24.0	26.9	15.7	18.9	.3919
• Clearwater	1,674,551	27,392	23.4	26.1	16.5	22.2	.0761
Largo	1,089,191	26,356	23.6	31.0	16.9	17.7	.0295
Pinellas Park	609,353	26,795	24.0	30.5	17.9	16.3	.0186
• St. Petersburg	3,401,496	22,216	25.8	25.1	14.1	16.0	.1020
SUBURBAN TOTAL	20,947,303	25,692	23.5	27.9	16.2	18.2	.5598
WEST PALM BEACH–BOCA RATON–DELRAY BEACH	**16,306,397**	**31,461**	**18.1**	**24.2**	**17.4**	**27.8**	**.4378**
Palm Beach	16,306,397	31,461	18.1	24.2	17.4	27.8	.4378
• Boca Raton	1,542,122	41,318	12.8	21.0	18.1	40.5	.0426
Boynton Beach	746,476	28,054	21.4	28.8	18.1	19.9	.0214
• Delray Beach	945,343	30,868	18.1	25.7	17.1	27.1	.0337
• West Palm Beach	1,069,134	25,356	22.2	23.7	15.6	20.2	.0458
SUBURBAN TOTAL	12,749,798	31,337	18.3	24.4	17.6	27.4	.3157



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Circle No. 152 on Reader Service Card

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Baker	166,329	23,264	24.5	30.3	16.8	10.3	.0046
Calhoun	91,602	17,299	26.4	21.2	12.8	9.2	.0029
Charlotte	1,507,253	22,133	28.5	28.4	13.3	13.7	.0407
Citrus	1,105,925	19,388	31.9	26.7	11.4	10.2	.0323
Columbia	449,064	21,624	23.2	25.9	15.5	12.0	.0155
De Soto	230,145	19,705	27.6	26.7	12.5	10.2	.0072
Dixie	96,374	16,234	30.4	21.2	9.4	9.0	.0029
Flagler	327,653	20,801	27.4	30.6	10.9	10.3	.0093
Franklin	94,030	17,729	28.6	22.7	11.8	10.2	.0028
Gilchrist	82,911	17,953	28.3	24.7	12.8	8.4	.0023
Glades	71,290	19,071	30.1	25.2	13.4	8.7	.0020
Gulf	119,346	22,033	22.4	23.5	17.0	12.5	.0034
Hamilton	95,030	20,051	22.2	24.5	14.6	11.0	.0031
Hardee	147,428	16,503	29.9	22.6	10.6	7.3	.0054
Hendry	252,523	22,679	22.9	27.6	14.0	13.4	.0079

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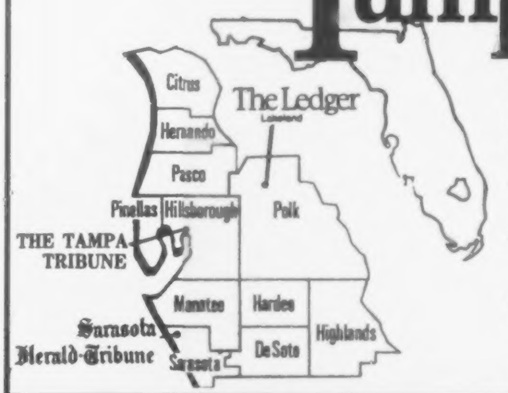

With over two million consumers, The Tampa Bay area is ranked first in population, households, food store sales and effective buying income in the state of Florida. The Tampa Bay Best Buy reaches over one million readers in the Tampa/St. Petersburg ADI including:

- 65% daily and 64% Sunday of adults in professional/managerial positions.
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Sources: Sales & Marketing Management 1991; Survey of Buying Power; 1989 Scarborough Study

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FLA. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Highlands	841,123	19,813	28.8	27.3	10.5	11.7	.0258
Holmes	141,812	17,585	26.1	24.8	11.6	8.1	.0041
Indian River	1,411,222	25,210	23.6	25.7	16.3	18.6	.0396
Jackson	382,361	18,760	25.3	24.6	12.5	10.1	.0129
Jefferson	102,941	17,011	27.2	19.7	12.0	11.9	.0031
Lafayette	48,577	20,383	24.1	25.4	15.7	10.0	.0012
Lake	1,981,915	22,106	27.4	27.7	13.5	14.2	.0582
Levy	251,799	18,007	29.0	26.3	10.0	8.2	.0078
Liberty	50,121	21,278	25.3	23.9	14.5	14.5	.0014
Madison	143,760	19,675	21.6	26.6	11.2	11.5	.0045
Monroe	1,160,993	23,901	24.4	27.5	13.1	18.3	.0354

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Okeechobee	275,010	18,944	29.0	25.9	11.6	9.9	.0095
Putnam	746,761	21,222	24.6	24.5	14.2	13.9	.0215
Sumter	291,967	17,032	29.1	25.8	9.5	7.6	.0094
Suwannee	287,327	20,884	25.0	25.0	13.5	13.5	.0083
Taylor	188,613	21,172	22.6	20.0	15.1	16.6	.0061
Union	86,433	21,420	22.0	31.9	13.5	7.7	.0023
Wakulla	149,822	22,068	24.8	26.0	15.4	13.0	.0040
Walton	292,982	18,707	26.4	23.6	12.3	11.0	.0083
Washington	163,589	19,133	25.2	25.3	13.1	9.6	.0046
TOTAL METRO COUNTIES	**170,666,687**	**26,469**	**21.6**	**25.8**	**16.2**	**20.6**	**5.0282**
TOTAL STATE	**184,502,918**	**25,914**	**22.1**	**25.9**	**15.9**	**19.9**	**5.4385**

Georgia

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ALBANY	**112.3**	**.0448**	**29.9**	**11.3**	**15.7**	**20.4**	**21.6**	**39.3**
Dougherty	95.8	.0382	30.0	11.6	15.3	19.8	22.6	34.0
• Albany	77.7	.0310	29.6	11.8	15.4	19.0	22.7	27.8
Lee	16.5	.0066	29.5	9.4	18.4	23.7	16.2	5.3
SUBURBAN TOTAL	34.6	.0138	30.7	10.0	16.7	23.5	19.3	11.5
ATHENS	**158.1**	**.0630**	**28.8**	**20.2**	**16.8**	**19.3**	**20.3**	**58.5**
Clarke	88.3	.0352	25.6	28.5	16.8	16.8	17.5	33.5
• Athens	46.1	.0184	24.1	39.0	15.0	12.0	17.9	17.1
Jackson	30.5	.0121	33.1	10.0	16.5	21.3	25.5	10.9
Madison	21.3	.0085	32.9	9.9	16.8	22.3	24.2	7.8
Oconee	18.0	.0072	32.4	8.8	16.6	25.2	20.5	6.3
SUBURBAN TOTAL	112.0	.0446	31.4	12.5	17.4	22.3	21.3	41.4

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ALBANY	**829,827**	**197,421**	**69,338**	**131,981**	**44,735**	**160,607**	**23,341**
Dougherty	817,698	191,917	69,225	131,981	44,598	160,005	23,299
• Albany	796,270	184,746	67,878	131,309	42,700	160,000	21,925
Lee	12,129	5,504	113		137	602	42
SUBURBAN TOTAL	33,557	12,675	1,460	672	2,035	607	1,416
ATHENS	**1,012,485**	**181,356**	**102,945**	**125,963**	**45,069**	**162,039**	**42,306**
Clarke	784,265	128,175	86,446	121,648	32,912	125,872	33,300
• Athens	510,944	88,366	64,829	71,424	25,570	45,616	29,055
Jackson	155,593	41,052	12,714	4,259	4,682	30,599	7,763
Madison	30,456	10,199	1,018	56	734	3,976	273
Oconee	42,171	1,930	2,767		6,741	1,592	970
SUBURBAN TOTAL	501,541	92,990	38,116	54,539	19,499	116,423	13,251

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POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
ATLANTA	**2,914.8**	**1.1623**	**31.6**	**10.7**	**20.1**	**24.0**	**19.2**	**1,087.0**
Barrow	30.4	.0121	31.2	10.3	18.6	20.0	23.0	10.9
Butts	15.6	.0062	32.5	10.8	17.7	21.3	24.3	4.6
Cherokee	95.0	.0379	30.9	9.2	21.3	24.0	17.2	33.0
Clayton	184.5	.0736	30.1	11.5	20.5	23.0	16.9	66.4
Cobb	464.9	.1854	31.8	10.2	21.2	26.0	17.2	177.9
• Marietta	45.8	.0183	30.6	15.8	25.4	19.0	19.8	20.6
Coweta	55.2	.0220	32.1	9.5	16.7	22.2	22.9	19.4
De Kalb	555.7	.2215	32.0	11.6	20.6	23.4	20.5	212.6
Douglas	72.8	.0291	31.1	10.4	18.4	24.3	18.4	24.9
Fayette	65.3	.0260	34.1	7.8	14.2	29.5	19.2	22.0
Forsyth	45.6	.0182	32.8	9.7	18.2	24.1	22.0	16.5
Fulton	662.8	.2643	32.1	11.8	19.4	23.0	21.4	262.9
• Atlanta	402.4	.1604	31.6	13.0	19.0	20.9	22.7	159.1
Roswell	48.9	.0195	33.7	9.2	17.8	29.2	18.5	18.6
Gwinnett	370.6	.1477	30.5	9.5	22.7	25.9	13.8	133.4
Henry	60.9	.0243	31.9	9.4	18.5	23.0	21.3	20.8
Newton	42.5	.0169	31.3	11.5	16.4	20.6	23.4	14.6
Paulding	43.0	.0172	29.9	10.6	20.8	21.1	18.2	14.8
Rockdale	55.8	.0223	32.0	9.5	17.0	24.5	20.5	18.9
Spalding	55.0	.0219	32.2	10.1	16.2	20.8	24.6	19.6
Walton	39.2	.0157	32.0	10.4	16.7	21.1	23.8	13.6
SUBURBAN TOTAL	2,466.6	.9836	31.6	10.3	20.1	24.6	18.6	907.3
AUGUSTA	**400.1**	**.1594**	**31.3**	**10.9**	**17.4**	**21.4**	**22.2**	**143.8**
Columbia	68.1	.0271	30.9	8.7	17.8	26.2	16.6	22.5
McDuffie	20.3	.0081	32.1	9.5	15.3	21.0	24.6	7.3
Richmond	189.5	.0755	30.5	12.5	18.2	19.8	22.1	68.6
• Augusta	44.6	.0178	33.9	11.1	16.2	17.0	31.2	18.8
Aiken, S. C.	*122.2*	*.0487*	*32.7*	*9.7*	*16.7*	*21.2*	*25.0*	*45.4*
SUBURBAN TOTAL	355.5	.1416	31.0	10.8	17.7	21.9	21.0	125.0

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ATLANTA	**24,167,781**	**4,003,312**	**2,756,753**	**3,192,931**	**1,289,431**	**5,262,658**	**805,538**
Barrow	166,468	39,948	12,274	17,013	7,139	40,720	8,732
Butts	101,084	22,345	5,249	750	1,153	6,995	5,425
Cherokee	316,103	56,979	27,155	51,334	9,354	63,211	12,203
Clayton	1,897,628	295,808	148,719	312,427	97,405	579,192	63,210
Cobb	4,401,597	655,728	441,682	697,257	268,744	873,775	152,643
• Marietta	1,168,906	169,126	103,519	100,673	77,302	352,299	38,261
Coweta	310,354	68,258	20,700	37,135	7,955	92,026	14,885
De Kalb	5,293,432	820,779	508,492	654,654	277,048	1,278,417	161,106
Douglas	525,651	98,840	44,771	43,870	5,985	183,665	16,347
Fayette	277,080	95,989	23,359	33,240	8,770	24,513	12,388
Forsyth	199,598	54,987	15,772	35,737	7,181	38,880	10,651
Fulton	6,042,208	876,586	1,055,308	676,213	305,235	1,084,467	180,160
• Atlanta	3,551,106	487,720	613,908	515,162	193,049	480,351	99,672
Roswell	653,302	74,492	54,433	28,915	38,498	278,116	17,372
Gwinnett	3,012,758	550,669	310,889	459,488	245,971	541,233	96,351
Henry	209,950	52,300	28,810	20,675	4,289	40,939	13,936
Newton	221,790	53,570	20,171	34,857	6,462	47,725	7,374
Paulding	193,064	55,165	10,846	19,742	2,934	67,074	6,522
Rockdale	469,157	93,004	42,053	29,541	14,435	170,926	20,754
Spalding	385,617	77,171	26,356	60,048	13,178	92,996	14,934
Walton	144,242	35,186	14,147	8,950	6,193	35,904	7,917
SUBURBAN TOTAL	19,447,769	3,346,466	2,039,326	2,577,096	1,019,080	4,430,008	667,605
AUGUSTA	**2,849,440**	**560,235**	**281,145**	**422,896**	**134,547**	**604,863**	**125,704**
Columbia	321,045	85,352	25,681	18,926	15,973	74,800	7,282
McDuffie	145,826	33,283	18,170	9,443	8,604	29,606	7,778
Richmond	1,663,207	259,948	168,261	298,840	87,992	353,266	84,516
• Augusta	617,739	121,932	62,377	83,667	25,234	161,060	31,590
Aiken, S. C.	*719,362*	*181,652*	*69,033*	*95,687*	*21,978*	*147,189*	*26,128*
SUBURBAN TOTAL	2,231,701	438,303	218,768	339,229	109,313	443,803	94,114

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GA. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
COLUMBUS	**244.5**	**.0975**	**30.3**	**13.2**	**17.8**	**18.8**	**22.9**	**86.8**	**1,697,470**	**319,872**	**167,434**	**222,667**	**77,097**	**382,685**	**61,821**
Chattahoochee	16.7	.0067	22.8	31.6	23.1	13.3	3.7	2.8	3,809	1,250	33			49	
Muscogee	180.8	.0721	30.9	12.3	17.8	19.1	23.5	66.4	1,525,798	268,020	146,159	203,450	72,944	360,518	49,436
• Columbus	180.2	.0718	30.8	12.3	17.7	19.2	23.5	66.2	1,525,798	268,020	146,159	203,450	72,944	360,518	49,436
Russell, Ala.	*47.0*	*.0187*	*33.1*	*10.4*	*15.6*	*19.7*	*27.5*	*17.6*	*167,863*	*50,602*	*21,252*	*19,217*	*4,153*	*22,118*	*12,385*
SUBURBAN TOTAL	64.3	.0257	28.9	15.9	17.7	18.0	21.3	20.6	171,672	51,852	21,275	19,217	4,153	22,167	12,385
MACON–WARNER ROBINS	**284.0**	**.1131**	**31.9**	**10.6**	**17.2**	**20.8**	**24.0**	**104.2**	**2,138,721**	**362,200**	**201,394**	**280,909**	**94,977**	**529,229**	**80,099**
Bibb	151.3	.0603	32.6	10.6	16.5	20.2	25.9	56.8	1,380,440	217,694	133,552	209,306	72,505	293,414	56,595
• Macon	107.6	.0429	32.4	11.3	16.2	18.3	27.4	41.6	1,317,452	210,540	126,537	205,287	68,314	277,792	56,474
Houston	90.3	.0360	31.2	10.0	18.8	21.6	21.2	32.8	599,361	112,159	56,591	68,928	20,178	170,147	16,394
• Warner Robins	44.3	.0177	31.0	10.3	19.1	20.6	21.8	16.9	467,193	89,753	39,749	60,569	17,991	135,104	10,905
Jones	21.0	.0083	32.2	9.5	17.1	23.0	22.3	7.4	28,350	9,187	1,074	179	245	12,283	522
Peach	21.4	.0085	30.1	14.8	15.1	19.6	23.0	7.2	130,570	23,160	9,377	2,496	2,049	53,385	6,588
SUBURBAN TOTAL	132.1	.0525	31.9	10.2	17.4	22.8	21.8	45.7	354,076	61,907	35,108	15,053	8,672	116,333	12,720
SAVANNAH	**244.6**	**.0975**	**32.0**	**10.8**	**17.3**	**20.1**	**24.8**	**90.6**	**1,886,718**	**356,289**	**195,222**	**261,738**	**98,194**	**401,063**	**76,164**
Chatham	218.3	.0870	32.3	10.9	17.2	19.9	25.4	81.6	1,797,303	326,009	192,676	246,777	96,355	369,258	75,525
• Savannah	138.4	.0552	31.6	11.7	16.9	18.2	26.1	52.3	1,459,077	253,725	148,312	242,881	84,657	294,631	59,786
Effingham	26.3	.0105	30.1	9.8	17.6	21.7	19.7	9.0	89,415	30,280	2,546	14,961	1,839	31,805	639
SUBURBAN TOTAL	106.2	.0423	32.6	9.6	17.4	22.5	23.3	38.3	427,641	102,564	46,910	18,857	13,537	106,432	16,378
OTHER COUNTIES															
Appling	15.8	.0063	32.2	9.7	15.2	20.7	25.1	5.9	78,276	21,368	7,468	1,114	4,997	19,991	4,818
Atkinson	6.2	.0024	31.1	10.8	14.8	19.2	25.0	2.2	16,782	9,112	500	63	381	500	2,448
Bacon	9.6	.0039	31.7	10.2	14.5	19.8	25.4	3.5	53,136	13,813	2,983	975	224	17,884	5,635
Baker	3.6	.0014	31.8	10.0	14.5	19.0	26.4	1.3	2,361	1,073		54	183	326	
Baldwin	39.8	.0159	32.0	13.1	19.3	20.9	23.4	12.3	240,350	59,613	19,304	26,767	11,881	41,633	10,268
Banks	10.5	.0042	33.1	10.3	15.9	22.4	24.6	3.8	30,111	3,275	5,622	130	301	2,178	1,096
Bartow	57.2	.0228	31.6	10.7	17.6	21.2	22.8	20.6	328,111	72,783	28,932	34,900	10,187	69,829	9,971
Ben Hill	16.3	.0065	32.3	8.6	14.4	19.4	26.7	6.0	88,758	32,887	5,179	8,652	4,442	10,039	4,086
Berrien	14.3	.0057	33.0	10.2	14.9	19.9	27.1	5.2	70,951	26,108	2,790	302	2,190	22,688	3,709
Bleckley	10.4	.0042	32.8	12.2	14.4	19.4	27.4	3.8	42,711	13,723	3,194	534	2,104	6,588	4,500
Brantley	11.3	.0045	31.0	10.1	15.5	21.6	22.2	3.9	14,231	6,830	949		828	488	318
Brooks	15.4	.0061	32.2	9.7	14.2	17.8	28.2	5.4	43,829	19,409	1,847	715	1,301	9,316	2,580
Bryan	16.1	.0064	29.7	9.4	16.8	23.3	17.9	5.3	61,464	24,493	4,369	98	387	629	2,823
Bulloch	43.6	.0174	26.2	25.0	13.7	16.9	21.1	15.2	242,432	55,011	25,403	46,521	13,187	43,173	10,408
Burke	20.6	.0082	29.6	9.5	15.6	18.4	23.1	7.0	70,673	26,292	4,728	823	2,501	15,149	4,923
Calhoun	4.9	.0020	33.4	8.9	14.0	17.4	30.4	1.8	14,745	8,217	363	143	701	2,727	1,137
Camden	31.3	.0125	27.3	14.0	23.4	19.1	12.9	9.9	145,928	31,993	15,046	20,653	3,023	22,549	4,211
Candler	7.8	.0031	34.7	9.7	13.3	19.9	29.8	2.9	44,062	13,137	2,252	377	898	9,342	3,547
Carroll	72.8	.0290	30.5	13.9	16.4	20.4	22.3	25.9	427,248	134,863	29,390	45,669	12,581	66,184	18,446
☐ Catoosa	43.0	.0172	34.0	9.5	15.8	22.7	25.8	15.9	217,414	62,405	21,530	35,630	10,987	20,407	8,379
Charlton	8.6	.0034	30.4	9.8	16.5	18.5	23.9	2.9	32,755	11,125	2,604	2,014	300	7,174	2,341
Chattooga	22.3	.0089	35.0	9.9	14.3	19.9	30.1	8.5	117,238	32,952	4,960	17,043	1,114	31,089	5,888
Clay	3.4	.0013	34.0	8.7	13.1	17.3	31.5	1.2	8,395	3,465	424	88	41	359	1,230
Clinch	6.1	.0024	31.7	10.0	14.8	20.5	24.6	2.2	23,461	8,250	338	1,307	653	6,383	2,488
Coffee	29.8	.0118	30.6	10.9	16.0	19.8	23.1	10.6	204,996	70,524	13,581	20,040	7,922	37,941	7,750
Colquitt	36.7	.0147	32.8	10.4	14.4	19.5	27.2	13.0	187,643	51,635	11,864	24,544	4,903	36,837	8,735
Cook	13.5	.0054	32.6	10.4	14.0	18.8	27.9	4.8	65,773	15,275	5,519	927	2,072	12,701	3,187
Crawford	9.1	.0036	31.7	9.9	17.4	21.2	23.1	3.1	7,509	4,133	82	127	45	350	
Crisp	20.0	.0080	32.8	8.8	14.1	19.5	27.5	7.3	162,811	37,136	15,868	19,975	4,933	19,649	8,285
☐ Dade	13.2	.0053	32.7	11.7	15.6	21.6	24.8	4.7	54,712	21,839	3,683	1,260	331	5,059	1,353
Dawson	9.8	.0039	32.0	9.1	18.6	21.8	22.5	3.5	13,652	4,948	600		218	1,357	1,074
Decatur	25.5	.0102	31.7	9.8	15.3	19.1	25.8	9.0	134,943	32,470	8,895	8,681	6,212	29,210	7,881
Dodge	17.6	.0070	34.0	10.4	15.1	20.2	28.2	6.4	94,520	22,520	10,420	9,251	4,270	10,828	5,479
Dooly	9.8	.0039	33.0	8.7	13.7	19.0	28.2	3.5	30,655	5,323	985	225	338	8,622	2,014
Early	11.8	.0047	33.4	9.0	12.7	18.5	29.6	4.2	49,973	17,000	2,388	784	603	6,834	4,224
Echols	2.3	.0009	30.9	10.2	16.5	19.7	23.5	.8	852	702	31				
Elbert	19.0	.0075	34.5	9.2	14.5	19.6	29.7	7.1	142,554	25,966	6,503	5,570	1,149	69,059	7,869
Emanuel	20.6	.0083	32.4	9.0	14.1	19.2	27.2	7.4	109,508	31,392	6,838	1,538	3,714	21,995	7,461
Evans	8.8	.0035	32.3	9.4	15.2	18.5	27.4	3.2	51,907	7,924	3,089	1,150	2,183	20,552	3,389
Fannin	16.1	.0064	39.1	7.8	13.1	20.1	35.6	6.4	81,182	20,317	5,980	12,920	1,628	9,856	4,527
Floyd	81.5	.0325	34.7	11.1	15.1	20.2	29.4	30.6	546,729	102,835	51,549	89,016	19,875	135,047	26,700
Franklin	16.8	.0067	36.1	10.6	14.1	20.1	31.3	6.4	139,614	34,292	6,892	3,533	4,315	43,151	4,051
Gilmer	13.6	.0054	35.6	9.3	14.6	20.7	30.1	5.2	82,325	20,543	7,831	12,793	2,889	21,265	2,383
Glascock	2.3	.0009	37.4	8.5	14.5	20.3	33.0	.8	3,428	1,454	642	131		106	
Glynn	63.1	.0252	34.2	9.3	15.8	20.7	28.0	24.2	559,500	110,609	63,647	65,483	24,486	76,843	20,986
Gordon	35.5	.0141	32.6	10.3	16.4	21.7	24.3	12.9	244,347	52,394	23,954	14,175	24,636	39,469	12,446
Grady	20.3	.0081	33.1	9.5	14.9	19.6	27.5	7.4	123,930	20,854	3,939	8,100	3,384	19,338	4,216
Greene	11.9	.0048	32.5	9.0	13.5	19.3	27.4	4.1	48,226	16,828	2,478	513	2,114	7,044	2,797
Habersham	27.9	.0111	33.5	13.5	15.0	19.9	27.7	10.1	174,454	35,424	13,883	14,335	8,373	35,066	9,063
Hall	96.9	.0387	32.4	11.0	17.8	21.6	23.9	35.3	741,459	134,287	60,126	116,578	26,753	168,979	27,830
[illegible]ncock	8.9	.0035	31.2	9.6	14.4	18.1	26.4	3.0	12,535	5,738	370	206	352	693	2,861
Haralson	22.2	.0089	33.7	10.1	15.2	20.4	27.6	8.3	113,035	29,025	5,453	14,647	2,492	24,075	5,557
Harris	18.0	.0071	35.7	8.5	14.9	22.9	28.2	6.5	33,120	9,864	2,771	770	2,584	7,573	1,365

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Hart	19.8	.0079	35.8	9.5	14.4	19.6	31.5	7.5	79,812	18,909	5,532	2,131	3,249	13,937	5,332
Heard	8.8	.0035	32.3	10.1	15.7	20.8	24.9	3.2	18,133	13,290	610	499	71	643	1,463
Irwin	8.6	.0035	33.5	9.5	13.7	18.4	29.5	3.1	26,833	5,011	1,502	771	2,444	10,676	1,536
Jasper	8.6	.0035	33.9	8.6	14.7	21.0	27.4	3.1	22,858	9,641	1,040	338	227	6,151	262
Jeff Davis	12.1	.0048	32.0	11.0	15.2	20.7	24.8	4.4	58,500	17,489	1,461	5,388	2,827	12,403	3,223
Jefferson	17.3	.0069	31.5	10.5	14.1	18.6	26.5	6.1	63,042	21,794	2,632	3,549	2,917	14,745	6,642
Jenkins	8.2	.0032	32.8	9.1	14.2	19.0	27.9	2.9	26,094	12,267	708	1,817	1,020	3,282	2,506
Johnson	8.3	.0034	32.8	9.2	14.7	17.6	29.1	3.0	20,986	8,596	1,179	459	1,033	4,020	1,591
Lamar	13.2	.0053	33.6	10.7	14.7	20.5	27.5	4.7	44,798	12,275	4,127	975	1,118	13,965	3,846
Lanier	5.5	.0022	31.5	10.4	15.7	19.7	24.9	2.0	22,883	6,904	755	1,052	2,216	2,141	4,601
Laurens	40.2	.0160	33.0	9.5	15.1	19.7	27.3	14.6	286,749	58,733	19,663	38,266	9,451	62,091	12,392
Liberty	53.7	.0214	23.9	22.9	22.9	14.4	9.0	15.5	172,050	35,474	18,672	26,397	10,737	26,861	3,818
Lincoln	7.5	.0030	34.6	9.4	14.3	19.8	29.7	2.7	14,748	4,342	993	398	178	1,168	1,437
Long	6.3	.0025	27.4	15.5	16.5	18.0	19.4	2.2	2,862	1,553	233		45	268	
Lowndes	76.4	.0305	29.1	14.6	17.4	19.3	20.4	26.5	641,551	118,732	57,668	84,745	36,199	111,334	28,686
Lumpkin	14.8	.0059	30.5	16.0	17.0	19.4	22.9	5.1	68,061	12,727	7,879	898	1,239	26,556	4,406
McIntosh	8.7	.0034	33.0	9.3	15.5	19.5	27.5	3.2	40,954	16,044	1,677	240	272	8,062	1,924
Macon	13.1	.0052	31.1	9.4	14.3	19.1	25.4	4.4	47,842	17,302	3,130	930	2,319	5,749	3,169
Marion	5.6	.0023	32.2	9.7	16.1	20.0	25.4	2.0	11,175	2,740	767	663	49	2,166	2,813
Meriwether	22.5	.0089	32.0	10.3	14.8	18.9	26.7	7.7	94,499	25,943	5,213	4,741	1,223	29,001	4,469
Miller	6.3	.0026	34.9	9.1	13.3	18.8	31.0	2.3	22,730	8,144	320	745	1,430	3,790	1,201
Mitchell	20.2	.0080	30.8	9.8	14.1	18.4	25.8	6.8	73,014	26,281	5,087	5,882	2,979	10,357	6,329
Monroe	17.3	.0069	33.1	9.9	16.0	22.2	24.7	5.9	79,068	21,858	9,286	5,233	5,133	21,139	3,943
Montgomery	7.2	.0029	31.2	13.6	16.1	19.0	25.0	2.5	57,717	28,595	1,479	495	1,345	14,542	5,934
Morgan	13.0	.0052	33.0	9.4	16.1	20.4	26.3	4.4	71,526	19,355	7,312	1,160	1,688	13,070	3,814
Murray	26.7	.0106	30.6	11.1	18.4	21.4	20.5	9.6	81,939	49,966	6,228	2,290	814	9,492	2,909
Oglethorpe	9.8	.0039	33.6	9.7	16.2	21.6	26.2	3.6	22,408	4,893	689		121	11,697	2,183
Pickens	14.7	.0059	34.5	9.9	15.7	21.0	28.2	5.5	147,954	19,437	5,549	1,902	1,102	95,527	5,686
Pierce	13.4	.0053	33.4	9.5	14.5	22.2	25.5	4.8	56,088	10,524	4,181	1,666	1,349	7,574	1,936
Pike	10.4	.0041	33.6	9.1	15.5	21.3	26.6	3.6	14,519	9,279	1,832	278	112	848	624
Polk	34.0	.0136	33.9	10.0	15.0	19.7	28.7	12.6	160,523	46,847	9,998	16,542	5,640	32,468	14,386
Pulaski	8.0	.0032	35.4	8.6	13.8	19.9	30.6	3.1	38,134	13,509	2,363	435	1,893	10,002	3,308
Putnam	14.4	.0057	34.3	9.6	15.8	20.1	28.7	5.3	42,216	18,951	2,691	1,829	3,461	2,088	3,582
Quitman	2.2	.0009	35.9	10.0	13.0	17.6	33.4	.9	3,680	1,468	87	112		1,957	
Rabun	11.8	.0047	39.5	8.4	13.0	21.3	35.3	4.7	81,129	25,207	7,067	1,421	1,952	14,497	3,153
Randolph	7.9	.0032	32.3	11.1	12.7	16.8	29.8	2.8	25,562	10,837	3,383	331	943	1,493	1,816
Schley	3.6	.0014	32.4	11.3	13.6	20.7	25.8	1.3	11,173	5,046	138	102	43	1,408	212
Screven	13.8	.0055	33.0	8.7	14.7	19.5	27.6	5.0	44,229	15,855	2,482	2,029	1,294	7,539	3,386
Seminole	9.0	.0036	33.7	10.8	14.5	18.4	29.8	3.1	39,087	16,404	2,067	1,761	966	6,647	2,222
Stephens	23.4	.0094	34.9	11.5	14.3	20.6	29.3	9.0	182,208	38,646	10,403	12,447	6,423	64,220	8,589
Stewart	5.6	.0022	34.1	9.9	13.7	18.4	30.4	2.0	15,677	7,843	757	71	188	374	1,682
Sumter	30.1	.0120	30.6	12.3	14.9	18.7	24.7	10.4	189,872	40,341	12,086	19,659	4,512	18,221	6,732
Talbot	6.6	.0026	33.7	9.1	15.6	20.4	27.6	2.4	9,700	5,479	46	324	191	226	1,252
Taliaferro	1.9	.0008	35.5	8.1	13.4	17.0	33.6	.7	3,101	299	41		50	100	
Tattnall	17.7	.0070	33.2	10.2	18.9	20.0	26.6	5.8	62,924	22,143	2,185	2,444	1,099	9,926	6,088
Taylor	7.6	.0031	32.9	10.2	14.9	18.8	28.0	2.8	27,809	9,249	1,312	330	640	5,129	2,017
Telfair	11.0	.0043	34.1	9.2	14.1	18.2	30.6	4.0	42,626	15,138	3,542	2,086	4,005	2,867	4,492
Terrell	10.6	.0043	33.2	8.7	13.9	18.6	28.9	3.7	39,495	14,756	1,144	444	638	7,356	2,976
Thomas	39.1	.0156	33.2	8.9	15.0	19.9	27.4	14.4	257,572	67,307	14,322	32,159	7,716	64,204	10,461
Tift	35.2	.0140	30.7	12.0	15.7	20.0	23.3	12.3	293,859	60,417	24,021	28,303	8,469	62,823	10,733
Toombs	24.2	.0096	32.2	9.2	15.6	20.4	25.2	8.9	140,034	27,192	9,275	32,754	6,423	20,578	14,044
Towns	6.8	.0028	43.2	10.9	11.6	17.0	42.9	2.8	27,247	3,440	4,676	383	486	4,502	2,154
Treutlen	6.0	.0024	33.2	9.9	14.0	18.5	29.0	2.2	13,444	7,119	1,716	101	167	529	1,897
Troup	55.8	.0222	32.6	10.2	15.5	19.8	26.4	20.5	406,465	73,826	40,103	46,652	24,537	71,012	16,606
Turner	8.6	.0034	31.5	10.1	13.0	18.6	26.8	3.0	35,409	13,425	2,256	2,056	502	11,863	1,086
Twiggs	9.8	.0039	30.8	9.8	16.3	19.1	24.0	3.3	8,148	5,604	137		65	462	924
Union	12.2	.0049	39.6	8.5	12.8	19.9	36.3	4.8	50,304	17,037	3,135	3,299	1,291	4,713	5,307
Upson	26.3	.0105	34.9	9.5	15.0	19.3	30.6	9.9	131,328	34,580	14,698	16,919	5,960	17,246	8,966
☐ Walker	58.6	.0233	34.6	9.2	15.5	21.3	28.1	21.8	225,374	53,695	9,333	10,641	7,900	38,848	7,617
Ware	35.3	.0141	34.5	9.2	14.4	20.2	29.2	13.0	255,273	72,948	19,172	40,055	17,308	47,532	14,441
Warren	6.0	.0023	33.6	9.2	14.5	18.2	29.7	2.1	11,683	5,128	463	338	326	1,241	1,344
Washington	19.2	.0077	32.0	9.2	15.8	19.3	26.0	6.8	106,334	27,679	5,217	5,548	4,342	25,156	4,916
Wayne	22.5	.0090	32.7	9.1	15.3	21.1	25.3	8.0	132,383	28,377	9,681	8,837	13,462	26,341	12,671
Webster	2.2	.0008	33.4	9.5	15.1	19.0	28.6	.8	1,461			306		259	
Wheeler	4.9	.0020	34.4	9.5	12.4	20.2	29.0	1.8	8,696	5,459	595		289	949	
White	13.3	.0053	37.0	9.8	14.1	21.4	31.5	5.0	105,548	21,458	11,812	7,387	570	23,986	4,084
Whitfield	73.1	.0291	32.4	11.2	16.9	22.0	23.5	27.1	633,990	130,556	50,928	92,445	64,002	140,886	19,049
Wilcox	7.0	.0028	34.8	8.9	12.8	19.0	30.7	2.5	13,438	6,693	358	1,381	645	339	1,251
Wilkes	10.5	.0042	35.5	8.2	14.4	19.7	31.0	4.0	62,605	14,240	2,995	3,692	1,434	15,369	4,624
Wilkinson	10.2	.0041	31.2	10.4	16.1	18.9	25.0	3.6	24,292	9,704	1,240	199	136	4,608	1,053
Worth	19.8	.0079	31.4	9.8	15.1	20.3	24.2	6.9	66,266	23,141	3,272	3,041	777	18,183	4,893
TOTAL METRO COUNTIES	**4,204.0**	**1.7160**	**31.4**	**11.2**	**19.1**	**22.8**	**20.3**	**1,589.6**	**34,192,717**	**5,886,370**	**3,718,492**	**4,571,712**	**1,777,137**	**7,398,151**	**1,193,809**
TOTAL STATE	**6,586.6**	**2.6261**	**31.7**	**11.2**	**18.0**	**21.8**	**22.1**	**2,407.6**	**46,748,222**	**9,019,220**	**4,682,582**	**5,808,796**	**2,301,637**	**9,961,563**	**1,827,882**

GA. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ALBANY	**1,218,415**	**24,496**	**21.0**	**25.6**	**18.1**	**14.4**	**.0402**
Dougherty	1,014,827	23,486	21.7	26.3	17.3	13.0	.0357
• Albany	780,235	21,807	22.6	24.7	15.7	12.6	.0306
Lee	203,588	33,125	17.0	20.9	23.9	23.1	.0045
SUBURBAN TOTAL	438,180	31,184	17.5	27.5	24.1	18.5	.0096
ATHENS	**1,785,102**	**21,949**	**24.6**	**25.1**	**14.5**	**14.5**	**.0549**
Clarke	1,045,481	20,862	24.5	23.1	12.6	16.2	.0350
• Athens	493,198	17,085	28.3	20.6	9.8	12.6	.0192
Jackson	327,977	24,136	23.2	28.7	17.6	12.4	.0096
Madison	191,808	19,680	29.8	29.4	13.3	6.3	.0049
Oconee	219,836	28,812	20.5	24.6	20.7	19.2	.0054
SUBURBAN TOTAL	1,291,904	24,130	23.1	27.0	16.4	15.3	.0357
ATLANTA	**44,471,418**	**32,838**	**16.5**	**24.0**	**19.4**	**27.4**	**1.2695**
Barrow	308,527	22,734	21.7	28.6	16.3	11.3	.0096
Butts	168,926	24,560	23.5	25.6	16.5	16.5	.0052
Cherokee	1,122,243	29,008	18.2	28.9	21.6	17.2	.0288
Clayton	2,593,497	33,924	15.3	27.7	23.7	24.3	.0834
Cobb	8,789,874	41,850	11.8	21.3	21.1	38.8	.2358
• Marietta	832,116	29,593	18.2	26.9	17.8	24.1	.0349
Coweta	652,861	26,021	20.0	24.4	17.8	18.0	.0189
De Kalb	9,057,291	34,159	16.0	24.7	18.9	29.8	.2617
Douglas	937,684	33,812	15.4	26.6	25.0	22.7	.0280
Fayette	954,626	38,568	12.3	21.0	27.6	29.8	.0234
Forsyth	568,780	27,579	19.7	28.1	18.1	19.1	.0152
Fulton	10,073,140	25,704	19.9	22.2	13.7	23.7	.2972
• Atlanta	5,282,597	21,014	22.7	22.4	12.3	17.4	.1665
Roswell	1,065,817	51,327	8.7	15.7	18.3	51.7	.0300
Gwinnett	5,761,556	38,114	12.1	24.5	24.7	31.1	.1619
Henry	750,765	30,577	16.9	27.3	21.6	20.3	.0191
Newton	464,954	25,763	20.6	28.3	19.3	15.2	.0136
Paulding	447,700	25,799	20.3	28.7	18.6	13.2	.0130
Rockdale	772,176	35,957	14.3	23.9	23.9	27.9	.0233
Spalding	620,042	24,186	22.6	27.1	16.0	15.7	.0197
Walton	426,776	24,407	22.7	26.6	17.3	14.7	.0117
SUBURBAN TOTAL	38,356,705	34,929	15.1	24.3	20.7	29.2	1.0681
AUGUSTA	**4,680,756**	**24,611**	**21.8**	**26.8**	**16.6**	**15.8**	**.1461**
Columbia	845,880	31,223	17.5	26.1	21.7	22.0	.0228
McDuffie	174,889	18,400	26.7	28.6	9.8	7.8	.0065
Richmond	2,215,422	23,054	23.4	26.0	15.0	14.9	.0744
• Augusta	436,668	14,727	26.6	19.7	8.8	9.1	.0201
Aiken, S. C.	*1,444,565*	*25,207*	*20.8*	*27.7*	*17.8*	*15.3*	*.0424*
SUBURBAN TOTAL	4,244,088	26,155	21.1	27.8	17.8	16.8	.1260
COLUMBUS	**2,649,504**	**21,551**	**24.2**	**26.9**	**14.1**	**12.3**	**.0856**
Chattahoochee	195,735	24,528	28.0	39.6	14.8	10.1	.0043
Muscogee	2,007,014	22,097	24.2	26.8	14.3	13.2	.0685
• Columbus	2,002,351	22,116	24.2	26.9	14.3	13.2	.0683
Russell, Ala.	*446,755*	*18,760*	*23.9*	*24.8*	*13.4*	*9.4*	*.0128*
SUBURBAN TOTAL	647,153	19,952	24.5	26.8	13.6	9.5	.0173
MACON-WARNER ROBINS	**3,565,592**	**27,175**	**20.2**	**24.2**	**18.5**	**19.5**	**.1091**
Bibb	1,862,620	25,199	20.8	23.7	16.6	18.4	.0616
• Macon	1,284,275	22,938	22.1	23.8	15.2	16.1	.0488
Houston	1,194,963	31,055	19.2	25.4	21.9	21.6	.0342
• Warner Robins	606,423	31,389	18.7	26.1	23.2	20.5	.0200
Jones	278,606	29,867	18.4	26.2	19.9	21.4	.0061
Peach	229,403	23,040	21.1	22.2	16.1	17.3	.0072
SUBURBAN TOTAL	1,674,894	29,734	18.9	24.2	19.7	22.3	.0403
SAVANNAH	**3,105,856**	**25,768**	**20.6**	**23.5**	**17.3**	**19.4**	**.0952**
Chatham	2,798,746	25,414	20.9	23.4	16.8	19.5	.0872
• Savannah	1,647,868	22,634	22.3	23.5	14.9	16.7	.0588
Effingham	307,110	29,000	18.4	24.5	22.0	18.3	.0080
SUBURBAN TOTAL	1,457,988	30,602	18.2	23.8	20.6	23.1	.0364
OTHER COUNTIES							
Appling	155,962	19,366	26.3	26.5	12.0	9.9	.0048
Atkinson	45,714	15,224	29.3	22.0	8.5	6.1	.0013
Bacon	96,921	20,486	23.1	26.0	12.1	12.9	.0031
Baker	29,548	16,923	24.4	23.4	11.8	6.8	.0008
Baldwin	456,965	26,347	22.8	25.7	17.4	19.3	.0137
Banks	89,991	18,768	30.4	30.6	10.6	5.6	.0026
Bartow	564,430	22,337	24.4	31.6	14.9	9.2	.0180
Ben Hill	143,364	16,874	26.7	23.4	11.7	7.9	.0049
Berrien	133,541	20,058	24.7	28.3	12.1	9.8	.0042

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Bleckley	112,227	21,970	24.7	25.0	15.8	12.7	.0031
Brantley	117,663	24,890	20.1	30.1	16.5	14.8	.0028
Brooks	123,623	15,979	26.6	21.1	11.6	8.0	.0038
Bryan	114,010	18,040	28.1	32.6	8.5	4.1	.0039
Bulloch	431,210	20,286	25.7	26.6	12.5	11.5	.0137
Burke	193,470	19,771	24.3	23.2	14.1	12.3	.0056
Calhoun	42,331	17,537	23.6	26.2	8.8	9.4	.0013
Camden	298,440	23,176	21.5	23.5	16.6	15.8	.0092
Candler	70,620	16,535	29.6	22.7	9.8	8.8	.0023
Carroll	822,762	25,375	20.5	27.9	17.5	15.5	.0247
☐ Catoosa	457,840	24,789	21.7	29.9	18.4	11.7	.0136
Charlton	83,038	22,587	23.2	28.4	15.8	12.1	.0024
Chattooga	216,420	20,861	26.1	30.2	13.5	8.4	.0068
Clay	24,950	12,707	26.4	17.4	8.4	7.5	.0007
Clinch	59,236	19,558	28.0	22.9	17.3	8.7	.0016
Coffee	267,215	18,461	26.8	27.0	10.4	8.9	.0096
Colquitt	350,103	19,723	27.3	24.5	14.6	10.2	.0110
Cook	125,437	19,821	28.3	29.7	9.9	10.0	.0040
Crawford	99,526	25,096	19.7	26.2	19.5	13.4	.0022
Crisp	172,120	16,983	24.9	25.3	11.1	6.8	.0068
☐ Dade	120,754	20,857	23.5	30.6	13.3	8.0	.0037
Dawson	86,280	19,815	25.4	29.6	12.8	7.1	.0023
Decatur	244,097	20,287	24.9	28.1	11.7	10.9	.0077
Dodge	160,438	18,507	22.2	23.7	12.3	10.5	.0052
Dooly	66,899	14,348	28.8	21.3	8.1	4.5	.0022
Early	96,711	15,104	25.7	21.9	9.7	8.8	.0032
Echols	22,988	23,250	19.9	28.2	15.6	13.4	.0005
Elbert	172,992	19,179	26.5	27.1	14.2	6.7	.0063
Emanuel	173,535	16,426	28.6	24.8	9.6	7.1	.0059
Evans	80,044	18,721	27.6	25.2	12.7	8.7	.0027
Fannin	138,020	16,151	30.3	24.1	10.3	5.5	.0047
Floyd	959,525	24,643	22.1	27.4	17.1	15.3	.0292
Franklin	166,031	20,337	23.6	27.4	14.4	9.0	.0060
Gilmer	118,223	17,105	28.8	27.9	9.8	5.5	.0039
Glascock	21,312	18,650	24.1	24.1	10.9	11.9	.0006
Glynn	743,073	23,221	22.7	26.9	15.7	13.9	.0251
Gordon	364,884	22,883	23.7	31.0	15.4	11.0	.0120
Grady	156,296	15,783	29.2	23.9	10.5	5.0	.0059
Greene	93,622	17,726	27.6	26.6	11.1	6.2	.0031
Habersham	301,833	22,792	25.0	29.5	15.2	11.4	.0094
Hall	1,284,772	28,738	19.3	26.9	18.7	20.8	.0384
Hancock	62,115	15,031	29.9	23.0	8.2	5.1	.0018
Haralson	202,684	19,377	27.1	29.5	12.0	7.0	.0065
Harris	196,041	23,562	20.9	26.4	15.6	14.0	.0048
Hart	186,846	19,675	27.9	29.8	11.1	8.2	.0056
Heard	99,644	24,167	22.3	28.8	15.2	15.7	.0024
Irwin	75,549	16,861	31.6	21.7	9.5	10.2	.0023
Jasper	98,242	23,493	20.7	25.9	17.1	15.5	.0025
Jeff Davis	95,665	17,370	29.1	28.1	9.1	5.7	.0034
Jefferson	140,943	16,059	25.7	22.6	10.5	8.2	.0044
Jenkins	57,862	13,667	27.7	20.7	8.2	5.4	.0019
Johnson	66,395	15,887	25.8	25.4	10.1	6.0	.0019
Lamar	121,781	20,480	25.5	28.6	12.1	10.4	.0036
Lanier	50,818	19,082	27.2	24.9	11.7	11.2	.0015
Laurens	420,427	20,923	24.7	23.6	15.8	12.7	.0140
Liberty	528,156	19,400	33.0	28.7	11.9	7.6	.0146
Lincoln	66,300	19,210	26.2	30.6	11.6	6.0	.0018
Long	55,396	19,000	27.8	22.5	16.5	8.8	.0013
Lowndes	750,218	20,489	25.8	27.0	12.9	11.2	.0275
Lumpkin	166,089	22,778	23.5	27.3	17.1	11.9	.0047
McIntosh	69,078	16,071	26.3	23.3	11.3	5.7	.0024
Macon	120,023	19,119	24.0	23.1	12.8	11.9	.0036
Marion	44,927	17,714	22.4	25.8	8.7	9.0	.0013
Meriwether	235,091	23,270	21.1	24.6	16.1	15.5	.0067
Miller	42,187	13,658	30.1	21.8	7.3	4.2	.0014
Mitchell	173,041	18,197	23.8	22.8	13.4	10.0	.0053
Monroe	149,611	19,844	26.7	28.9	12.1	8.6	.0049
Montgomery	63,742	17,536	30.6	24.5	8.9	9.9	.0025
Morgan	108,432	18,648	28.6	27.4	11.7	7.8	.0037
Murray	252,620	21,707	25.1	33.7	12.6	7.8	.0071
Oglethorpe	101,470	22,015	24.5	24.4	18.5	11.2	.0025
Pickens	142,475	19,395	27.4	25.9	13.5	8.9	.0057

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
Pierce	119,796	19,462	24.5	27.7	12.2	8.9	.0036
Pike	113,167	25,266	21.5	24.2	21.2	14.3	.0028
Polk	337,336	21,434	22.8	27.6	16.1	9.1	.0102
Pulaski	89,744	21,377	22.0	21.6	16.5	14.4	.0025
Putnam	153,935	23,080	21.4	24.6	15.7	14.6	.0041
Quitman	20,394	15,842	28.8	20.4	11.7	7.1	.0005
Rabun	130,349	20,404	26.1	25.6	13.7	11.7	.0041
Randolph	61,840	13,706	24.6	22.9	7.6	5.6	.0020
Schley	30,856	18,971	19.8	27.9	9.2	10.3	.0009
Screven	117,991	15,876	26.6	22.2	10.3	7.9	.0035
Seminole	84,578	19,794	22.6	24.4	11.3	13.9	.0025
Stephens	241,252	20,718	27.4	28.0	16.5	7.2	.0083
Stewart	39,742	14,020	26.1	21.4	9.5	4.9	.0013
Sumter	308,620	21,696	22.8	25.9	13.9	13.8	.0100
Talbot	63,741	20,128	25.8	28.3	11.3	10.6	.0015
Taliaferro	11,372	12,333	30.4	20.4	5.0	1.9	.0005
Tattnall	144,689	16,820	29.3	22.9	10.6	8.4	.0044
Taylor	85,754	20,655	22.3	22.9	12.6	15.7	.0024
Telfair	92,619	16,311	27.8	23.1	10.2	7.9	.0028
Terrell	96,753	18,545	22.3	21.9	11.9	13.0	.0030
Thomas	415,188	21,455	24.4	26.9	14.4	[illegible]	.0132
Tift	373,361	21,458	24.1	25.0	14.7	13.5	.0130
Toombs	217,956	17,917	24.8	25.0	11.3	8.5	.0074

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
Towns	65,148	15,108	28.6	24.5	7.4	5.9	.0020
Treutlen	48,828	15,266	25.8	22.7	8.2	7.7	.0014
Troup	637,432	23,687	21.4	25.8	15.2	15.5	.0203
Turner	54,740	12,813	30.2	19.1	5.7	4.9	.0020
Twiggs	107,207	26,545	19.6	25.2	18.5	17.8	.0025
Union	108,016	15,959	31.6	22.4	8.6	6.9	.0034
Upson	291,917	22,877	24.8	28.1	16.0	11.9	.0084
☐ Walker	625,262	23,172	24.2	29.4	16.5	10.8	.0173
Ware	363,929	20,393	25.1	24.8	13.9	12.1	.0123
Warren	53,587	19,140	23.4	27.5	10.6	10.1	.0013
Washington	192.620	20,255	23.7	24.2	13.2	13.1	.0061
Wayne	220,426	20,619	26.1	23.0	15.2	12.9	.0073
Webster	23,936	19,850	24.5	21.7	12.1	15.8	.0005
Wheeler	41,372	16,271	28.6	23.4	9.3	8.4	.0011
White	122,698	18,222	24.4	28.5	11.6	6.0	.0047
Whitfield	828,594	24,341	23.2	30.4	17.5	12.1	.0281
Wilcox	51,773	14,945	26.9	21.5	11.2	4.8	.0015
Wilkes	105,021	19,247	22.5	24.5	14.3	9.6	.0033
Wilkinson	116,508	26,460	19.8	26.2	20.4	15.0	.0029
Worth	176,860	19,884	24.0	27.2	13.7	8.8	.0052
TOTAL METRO COUNTIES	**60,789,179**	**29,974**	**18.1**	**24.5**	**18.5**	**23.9**	**1.7800**
TOTAL STATE	**83,597,004**	**26,342**	**20.4**	**25.1**	**17.0**	**19.6**	**2.4956**

Hawaii

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group — 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
HONOLULU	**842.6**	**.3359**	**32.3**	**11.8**	**18.4**	**21.5**	**23.6**	**267.3**
Honolulu	842.6	.3359	32.3	11.8	18.4	21.5	23.6	267.3
• Honolulu	368.1	.1468	37.1	10.0	17.4	22.5	30.9	135.6
SUBURBAN TOTAL	474.5	.1891	29.1	13.2	19.4	20.6	18.0	131.7
OTHER COUNTIES								
Hawaii	122.6	.0489	34.3	7.3	15.0	23.5	25.4	42.2
Kauai	52.2	.0208	33.9	8.1	16.0	22.8	25.4	16.6
Maui	102.7	.0410	33.4	8.3	17.5	23.9	23.4	33.9
TOTAL METRO COUNTIES	**842.6**	**.3359**	**32.3**	**11.8**	**18.4**	**21.5**	**23.6**	**267.3**
TOTAL STATE	**1,120.1**	**.4466**	**32.7**	**10.8**	**17.9**	**22.0**	**23.8**	**360.0**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
HONOLULU	**8,377,087**	**1,380,783**	**1,446,405**	**1,364,410**	**306,149**	**1,160,872**	**510,888**
Honolulu	8,377,087	1,380,783	1,446,405	1,364,410	306,149	1,160,872	510,888
• Honolulu	6,132,093	860,172	1,131,332	1,115,103	244,383	749,713	315,907
SUBURBAN TOTAL	2,244,994	520,611	315,073	249,307	61,766	411,159	194,981
OTHER COUNTIES							
Hawaii	1,010,849	305,296	122,083	51,412	46,195	155,920	50,690
Kauai	512,842	150,237	98,073	23,971	17,715	45,784	32,601
Maui	1,302,735	300,636	246,825	62,182	43,260	113,003	80,958
TOTAL METRO COUNTIES	**8,377,087**	**1,380,783**	**1,446,405**	**1,364,410**	**306,149**	**1,160,872**	**510,888**
TOTAL STATE	**11,203,513**	**2,136,952**	**1,913,386**	**1,501,975**	**413.319**	**1,475,579**	**675,137**

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HAWAII (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: A	B	C	D	Buying Power Index
HONOLULU	**13,415,026**	**37,072**	**16.3**	**22.0**	**17.8**	**35.0**	**.3980**
Honolulu	13,415,026	37,072	16.3	22.0	17.8	35.0	.3980
• Honolulu	6,566,566	34,754	17.1	22.6	16.6	33.0	.2250
SUBURBAN TOTAL	6,848,460	39,358	15.7	21.4	18.8	37.1	.1730
OTHER COUNTIES							
Hawaii	1,607,302	28,212	20.2	25.3	17.4	22.1	.0496
Kauai	700,649	32,514	17.4	26.9	19.9	25.9	.0226
Maui	1,385,017	31,030	18.0	25.3	19.3	24.0	.0496
TOTAL METRO COUNTIES	**13,415,026**	**37,072**	**16.3**	**22.0**	**17.8**	**35.0**	**.3980**
TOTAL STATE	**17,107,994**	**34,997**	**17.1**	**22.9**	**17.9**	**32.1**	**.5198**

(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

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Sources: †Median Household EBI, S&MM '90
*Simmons SMS Hawaii Media & Market Study

Circle No. 162 on Reader Service Card

Idaho

POPULATION — RETAIL SALES BY STORE GROUP

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
BOISE	**208.1**	**.0829**	**31.8**	**9.6**	**17.5**	**23.0**	**21.4**	**78.4**	**1,479,895**	**331,776**	**152,519**	**178,106**	**78,207**	**311,040**	**35,752**
Ada	208.1	.0829	31.8	9.6	17.5	23.0	21.4	78.4	1,479,895	331,776	152,519	178,106	78,207	311,040	35,752
• Boise	127.2	.0507	32.3	10.9	18.3	22.1	22.9	51.4	1,178,275	250,148	135,123	119,518	67,461	276,781	26,097
SUBURBAN TOTAL	80.9	.0322	30.9	7.7	16.1	24.3	19.2	27.0	301,620	81,628	17,396	58,588	10,746	34,259	9,655
OTHER COUNTIES															
Adams	3.2	.0013	36.4	5.7	13.6	22.1	30.0	1.2	8,257	2,741	1,464		48	725	234
Bannock	65.8	.0263	29.2	10.6	15.6	20.1	20.9	23.3	451,236	96,877	41,036	59,065	26,132	113,718	12,557
Pocatello	45.9	.0183	29.5	12.0	16.8	19.2	21.5	17.1	364,861	81,641	34,184	30,760	20,611	111,409	12,282
Bear Lake	6.0	.0024	30.3	5.7	12.6	16.6	27.5	2.0	21,064	4,280	905	1,619	389	4,178	310
Benewah	7.9	.0031	34.6	7.4	13.4	22.2	27.3	3.0	38,445	13,706	2,490		354	9,030	1,681
Bingham	37.7	.0150	27.5	7.7	13.9	18.2	21.4	11.6	143,136	54,334	7,442	5,833	5,934	28,660	10,[illegible]70
Blaine	13.9	.0056	33.1	7.2	19.8	29.1	17.2	5.7	125,798	27,726	21,444	406	9,566	12,594	9,621
Boise	3.5	.0014	35.7	6.0	14.2	24.9	26.4	1.4	5,349	2,005	2,374	201	27	132	
Bonner	26.6	.0106	36.5	5.6	13.1	23.7	28.9	10.3	147,760	36,189	21,411	5,266	5,373	26,863	6,729
Bonneville	72.8	.0290	28.7	8.8	16.0	19.7	20.2	24.5	583,143	114,668	48,404	91,555	35,011	108,574	11,311
Idaho Falls	44.3	.0177	29.9	9.6	16.4	19.7	21.8	16.2	561,760	110,938	48,113	89,511	34,045	102,267	11,261
Boundary	8.4	.0033	32.8	7.3	13.1	21.5	25.5	2.9	35,515	10,363	2,372	1,025	432	8,365	212
Butte	2.9	.0012	33.1	4.6	12.5	19.9	27.7	1.0	10,305	4,705	1,216		68	384	247
Camas	.7	.0003	36.9	4.9	12.6	23.6	29.4	.3	542	273	107			55	

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Canyon	90.2	.0359	31.6	9.7	14.2	19.5	25.6	31.3
Caribou	6.8	.0028	29.4	6.0	13.0	18.7	24.0	2.2
Cassia	19.4	.0077	29.0	7.9	13.3	17.5	24.5	6.3
Clark	.8	.0003	32.8	7.6	15.3	18.6	28.1	.3
Clearwater	8.4	.0034	37.8	5.9	14.4	22.4	31.9	3.2
Custer	4.1	.0016	34.8	5.1	14.5	24.4	25.3	1.5
Elmore	21.2	.0084	27.9	12.2	20.6	18.2	17.2	7.1
Franklin	9.2	.0037	27.3	7.3	12.0	15.9	24.9	2.8
Fremont	10.9	.0044	28.0	8.1	12.9	17.4	23.5	3.4
Gem	11.8	.0047	36.2	7.1	13.0	19.1	32.5	4.4
Gooding	11.5	.0046	34.8	6.5	13.3	18.4	31.4	4.3
Idaho	13.7	.0054	36.7	5.9	13.5	21.3	31.3	5.2
Jefferson	16.7	.0067	26.4	7.6	13.3	18.0	20.5	4.9
Jerome	15.1	.0060	32.4	7.0	14.4	19.3	27.1	5.3
Kootenai	70.2	.0280	35.1	8.2	14.4	23.0	27.2	27.1
Latah	30.7	.0122	27.6	22.5	16.5	18.6	19.2	11.3
Lemhi	6.9	.0028	38.2	5.6	11.9	21.8	33.1	2.8
Lewis	3.5	.0014	36.7	5.8	13.5	19.6	32.8	1.4
Lincoln	3.3	.0013	33.7	7.7	12.3	19.9	28.6	1.2
Madison	23.9	.0095	21.6	32.7	9.9	11.7	12.4	5.9
Minidoka	19.2	.0077	30.2	7.4	14.3	18.2	24.9	6.4
Nez Perce	33.8	.0134	35.7	9.1	14.8	20.9	30.1	13.6
Oneida	3.5	.0014	30.9	5.1	12.8	15.9	28.8	1.2
Owyhee	8.4	.0034	30.3	9.6	13.3	17.8	26.0	2.8
Payette	16.5	.0066	34.2	7.6	12.9	19.5	29.5	6.1
Power	7.1	.0028	30.1	7.7	13.9	20.9	22.3	2.4
Shoshone	13.4	.0053	37.5	7.1	13.2	21.4	32.3	5.5
Teton	3.5	.0014	30.0	8.7	15.1	19.8	22.6	1.1
Twin Falls	53.6	.0214	33.3	8.2	14.0	19.6	28.1	19.7
Valley	6.1	.0024	37.3	4.6	12.9	26.6	27.9	2.4
Washington	8.5	.0034	37.6	6.1	11.5	18.3	35.0	3.2
TOTAL METRO COUNTIES	**208.1**	**.0829**	**31.8**	**9.6**	**17.5**	**23.0**	**21.4**	**78.4**
TOTAL STATE	**1,009.4**	**.4024**	**31.4**	**9.5**	**15.1**	**20.5**	**24.1**	**361.9**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Canyon	542,465	97,651	41,318	80,320	23,410	156,029	10,501
Caribou	20,340	8,922	1,237	331	175	4,463	1,345
Cassia	122,807	34,748	8,493	7,683	7,424	29,550	3,953
Clark	1,300		232	260			
Clearwater	39,294	14,195	3,121	718	199	9,930	2,168
Custer	13,798	3,167	753		114	417	267
Elmore	79,186	7,037	6,070	1,872	1,881	17,111	2,001
Franklin	36,002	9,612	1,310	1,169	563	9,762	2,135
Fremont	27,257	5,689	2,630	256	93	5,009	857
Gem	34,992	14,104	1,393	535	1,428	9,479	1,606
Gooding	38,057	10,425	2,388	992	2,408	4,491	2,001
Idaho	49,988	15,030	8,391	1,230	1,755	4,554	2,228
Jefferson	34,642	7,720	2,268	736	329	6,718	1,727
Jerome	55,331	16,184	4,805	836	576	9,421	956
Kootenai	476,425	126,015	45,652	26,688	16,351	127,952	17,700
Latah	183,065	43,062	17,677	19,642	11,654	28,631	12,458
Lemhi	30,157	5,029	2,563	1,472	799	6,751	1,810
Lewis	9,388	3,902	884		74	216	99
Lincoln	4,612	2,315	1,022		59	264	93
Madison	111,096	27,760	6,956	9,792	4,854	31,004	1,327
Minidoka	73,970	12,661	6,501	1,331	1,132	14,011	2,423
Nez Perce	284,657	[illegible]3,242	25,426	32,697	14,116	66,470	15,739
Oneida	12,146	3,438	936	611	150	3,917	
Owyhee	23,332	9,525	1,330		293	1,264	
Payette	41,222	15,484	3,492	152	1,531	8,684	711
Power	25,028	8,978	1,918	3,133	61	301	942
Shoshone	74,204	21,397	5,036	678	961	14,799	3,721
Teton	15,762	6,024	1,271	238	595	1,192	526
Twin Falls	441,332	66,947	32,492	49,959	26,106	128,285	1[illegible],453
Valley	36,193	9,337	5,083	1,310	944	2,725	2,550
Washington	15,722	3,814	2,193	1,557	465	3,525	250
TOTAL METRO COUNTIES	**1,479,895**	**331,776**	**152,519**	**178,106**	**78,207**	**311,040**	**25,752**
TOTAL STATE	**6,004,215**	**1,374,997**	**548,525**	**589,274**	**282,041**	**1,331,243**	**196,971**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BOISE	**2,845,257**	**27,774**	**21.5**	**28.0**	**18.6**	**18.9**	**.0818**
Ada	2,845,257	27,774	21.5	28.0	18.6	18.9	.0818
• Boise	1,842,484	26,596	22.6	27.2	17.5	18.5	.0560
SUBURBAN TOTAL	1,002,773	29,892	19.5	29.1	20.8	19.5	.0258
OTHER COUNTIES							
Adams	31,817	21,900	24.9	33.6	13.2	7.6	.0009
Bannock	763,887	26,717	20.7	30.4	18.6	14.9	.0236
Pocatello	553,732	25,896	21.2	30.1	17.6	14.6	.0176
Bear Lake	55,266	22,841	23.0	32.9	15.1	8.5	.0017
Benewah	87,159	24,879	18.3	32.5	18.0	9.4	.0024
Bingham	414,182	28,254	19.4	27.9	19.1	19.3	.0113
Blaine	198,381	23,860	25.6	28.5	14.4	16.5	.0062
Boise	34,497	20,149	28.4	33.4	12.4	4.7	.0008
Bonner	234,005	16,963	28.4	25.9	11.0	5.9	.0079
Bonneville	854,245	28,406	19.8	30.0	19.7	17.6	.0277
Idaho Falls	566,368	28,982	19.0	27.8	20.3	18.5	.0210
Boundary	75,457	20,266	26.0	28.0	14.6	8.0	.0023
Butte	35,006	25,312	22.2	25.6	18.9	16.5	.0010
Camas	10,513	26,273	19.0	36.3	17.0	15.0	.0001
Canyon	912,754	21,642	26.7	29.2	14.5	10.4	.0293
Caribou	77,980	31,400	16.3	28.6	25.4	16.6	.0020
Cassia	193,643	23,159	25.4	29.0	15.2	13.0	.0063
Clark	8,518	21,875	26.0	31.6	12.3	10.7	.0003
Clearwater	108,539	28,370	19.3	27.9	21.8	16.1	.0027
Custer	40,335	20,056	28.7	28.5	12.6	9.1	.0012
Elmore	180,367	17,782	39.3	27.9	9.6	4.7	.0056

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Franklin	73,178	21,418	28.0	36.0	13.5	5.4	.0024
Fremont	115,479	26,603	19.4	30.5	18.6	15.6	.0030
Gem	115,468	19,241	26.0	25.1	14.4	9.1	.0031
Gooding	117,423	19,720	28.9	29.2	11.0	9.1	.0032
Idaho	134,257	20,014	27.3	29.8	12.8	7.5	.0039
Jefferson	135,267	22,250	23.4	30.7	15.6	9.3	.0038
Jerome	156,866	22,474	26.0	32.3	12.5	11.7	.0043
Kootenai	884,622	25,097	23.5	25.9	17.6	16.3	.0263
Latah	387,310	24,284	24.6	26.1	15.2	16.7	.0110
Lemhi	65,121	17,780	31.4	28.5	10.8	4.4	.0019
Lewis	48,757	27,889	20.4	27.4	20.0	17.8	.0012
Lincoln	27,882	18,056	31.5	29.1	9.5	5.3	.0007
Madison	188,089	23,615	25.8	30.6	14.8	13.5	.0065
Minidoka	221,006	26,828	21.3	32.3	19.7	14.1	.0059
Nez Perce	451,893	25,924	20.6	24.8	18.3	16.7	.0138
Oneida	34,988	23,250	23.4	30.0	17.3	10.3	.0010
Owyhee	65,062	16,222	30.7	22.9	8.5	6.6	.0020
Payette	166,843	20,451	27.5	27.8	13.7	9.7	.0044
Power	77,073	25,089	21.4	32.1	15.4	13.7	.0020
Shoshone	225,854	34,517	16.5	22.0	23.3	25.9	.0056
Teton	28,852	20,034	29.9	29.3	12.8	8.0	.0010
Twin Falls	639,411	23,998	24.5	29.4	16.0	13.8	.0207
Valley	72,750	23,925	25.3	32.5	17.0	11.4	.0020
Washington	79,748	17,060	30.2	24.0	10.5	8.4	.0022
TOTAL METRO COUNTIES	**2,845,257**	**27,774**	**21.5**	**28.0**	**18.6**	**18.9**	**.0818**
TOTAL STATE	**11,675,007**	**24,475**	**23.5**	**28.5**	**16.7**	**14.5**	**.3470**

Illinois

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
AURORA–ELGIN	**363.4**	**.1450**	**30.9**	**9.6**	**17.6**	**22.3**	**20.5**	**122.7**	**2,723,720**	**491,160**	**225,896**	**317,865**	**160,876**	**531,618**	**113,110**
Kane	323.7	.1291	30.8	9.7	17.7	22.1	20.5	109.3	2,600,479	464,620	214,142	307,771	153,693	516,757	111,740
• Aurora	101.5	.0405	28.7	11.0	21.0	19.0	17.7	34.4	994,480	114,390	71,358	201,956	81,579	179,933	33,916
• Elgin	78.5	.0313	30.2	10.7	20.5	19.8	20.4	27.4	630,831	105,874	34,087	57,602	30,967	174,618	25,212
Kendall	39.7	.0159	31.9	8.9	15.9	24.2	20.9	13.4	123,241	26,540	11,754	10,094	7,183	14,861	1,370
SUBURBAN TOTAL	183.4	.0732	33.2	8.4	14.4	25.2	22.2	60.9	1,098,409	270,896	120,451	58,307	48,330	177,067	53,982
BLOOMINGTON–NORMAL	**130.1**	**.0519**	**28.9**	**20.3**	**16.2**	**19.0**	**21.1**	**47.2**	**1,036,848**	**146,265**	**111,996**	**147,881**	**52,734**	**216,249**	**42,009**
McLean	130.1	.0519	28.9	20.3	16.2	19.0	21.1	47.2	1,036,848	146,265	111,996	147,881	52,734	216,249	42,009
• Bloomington	52.3	.0209	31.3	13.1	19.6	20.0	22.8	21.6	687,399	106,442	69,596	108,288	41,840	151,192	31,338
• Normal	40.3	.0161	23.5	42.0	12.7	14.2	13.8	11.9	215,212	17,371	35,305	39,469	8,655	33,939	9,045
SUBURBAN TOTAL	37.5	.0149	34.8	6.9	14.8	22.9	26.7	13.7	134,237	22,452	7,095	124	2,239	31,118	1,626
CHAMPAIGN–URBANA–RANTOUL	**173.4**	**.0691**	**28.0**	**22.3**	**18.5**	**18.2**	**18.8**	**64.1**	**1,340,720**	**218,076**	**152,441**	**199,858**	**62,336**	**193,922**	**41,895**
Champaign	173.4	.0691	28.0	22.3	18.5	18.2	18.8	64.1	1,340,720	218,076	152,441	199,858	62,336	193,922	41,895
• Champaign	63.6	.0254	25.2	31.0	17.4	16.1	16.8	24.2	705,225	106,374	89,263	150,011	37,647	86,309	28,210
• Rantoul	[illegible]2	.0069	27.7	14.5	22.5	19.2	14.3	5.5	118,823	1,433	24,494	13,170	3,305	35,272	3,675
• Urbana	36.4	.0145	25.7	32.2	20.4	14.3	16.7	13.2	209,939	51,404	28,934	13,202	6,323	31,061	7,965
SUBURBAN TOTAL	56.2	.0223	32.9	8.4	17.7	22.7	23.5	21.2	306,733	58,865	9,750	23,475	15,061	41,280	2,045
CHICAGO	**6,077.3**	**2.4231**	**32.7**	**10.3**	**18.3**	**20.9**	**24.9**	**2,224.3**	**47,560,664**	**7,938,161**	**5,008,286**	**5,336,987**	**2,866,922**	**9,012,166**	**2,509,915**
Cook	5,096.8	2.0321	32.8	10.5	18.2	20.3	25.7	1,876.4	37,683,384	6,662,875	4,173,133	4,256,715	2,323,181	7,001,912	2,120,633
Arlington Heights	75.3	.0300	35.9	8.4	17.4	23.6	27.8	28.7	970,808	179,392	78,169	75,967	109,221	271,173	52,444
Berwyn	45.4	.0181	38.2	8.3	18.0	19.0	35.4	19.3	325,209	33,775	37,135	34,148	14,407	97,553	27,247
• Chicago	2,779.2	1.1081	31.5	11.4	19.1	19.1	24.2	1,023.5	14,841,667	2,881,792	2,211,305	1,590,596	839,667	1,729,010	1,026,494
• Chicago Heights	33.0	.0132	30.5	10.8	16.0	17.3	25.5	10.9	347,106	18,689	30,286	17,967	4,567	201,469	9,326
Cicero	67.3	.0268	30.8	10.9	17.9	17.9	24.6	23.1	188,958	45,188	34,570	1,136	9,505	28,450	15,559
Des Plaines	53.1	.0212	37.3	8.7	17.1	20.6	32.6	19.9	587,196	86,688	96,434	16,648	24,650	169,828	23,021
• Evanston	73.1	.0291	32.2	17.5	19.5	20.8	23.7	27.9	566,782	110,159	62,238	8,179	70,096	71,501	25,512
Hoffman Estates	46.5	.0185	30.2	9.8	21.1	25.9	14.0	15.9	248,294	51,644	26,896	23,061	34,588	17,553	15,908
Mount Prospect	53.1	.0212	34.8	10.1	18.8	20.6	29.0	20.3	535,182	107,541	37,652	96,619	38,025	59,752	28,963
Oak Lawn	56.1	.0224	39.9	9.0	14.6	17.8	38.2	21.4	978,556	171,147	53,645	91,629	37,899	400,318	42,798
Oak Park	53.6	.0214	33.9	8.5	20.4	25.4	22.4	22.6	301,652	69,075	35,643	2,565	14,601	57,983	24,859
Schaumburg	68.5	.0273	32.2	10.4	22.1	26.4	17.4	27.6	1,707,389	131,665	73,183	314,730	134,702	597,429	32,087
Skokie	59.3	.0236	41.5	6.9	12.8	21.3	38.5	22.7	896,440	73,647	57,989	173,091	98,529	182,778	27,780
Du Page	794.2	.3167	32.3	9.4	19.2	24.1	20.7	283.9	8,779,512	1,079,266	741,184	989,749	501,758	1,710,591	328,397
Downers Grove	47.6	.0190	34.6	8.1	17.5	24.3	25.0	17.9	763,913	108,220	64,356	76,157	89,876	217,499	29,183
Elmhurst	42.7	.0170	35.9	8.7	16.2	22.1	29.3	15.4	592,233	66,228	39,265	118	16,100	307,730	20,736
Naperville	86.7	.0346	31.4	8.2	17.5	28.7	15.0	29.6	897,759	292,084	84,576	66,999	45,684	151,735	35,553
Wheaton	52.3	.0209	32.5	11.3	16.6	24.5	21.4	18.1	302,899	58,944	20,489	5,481	23,193	57,780	25,332
McHenry	186.3	.0743	32.1	8.2	17.8	24.0	20.7	64.0	1,097,768	196,020	93,969	90,523	41,983	299,663	60,885
SUBURBAN TOTAL	3,192.0	1.2727	33.8	9.2	17.8	22.4	25.4	1,162.0	31,805,109	4,927,521	2,704,457	3,720,245	1,952,592	7,010,186	1,448,583
CHICAGO–GARY–LAKE COUNTY CONSOLIDATED AREA	***8,091.6***	***3.2265***	***32.5***	***10.2***	***18.1***	***21.2***	***24.2***	***2,917.2***	***61,391,241***	***10,355,608***	***6,199,892***	***6,820,905***	***3,557,948***	***12,155,273***	***3,144,516***
DAVENPORT–ROCK ISLAND–MOLINE	**348.4**	**.1388**	**33.9**	**9.3**	**15.4**	**21.1**	**27.2**	**135.2**	**2,712,385**	**515,437**	**269,911**	**3[illegible]0,805**	**121,015**	**612,691**	**121,917**
Henry	50.7	.0202	36.1	7.7	13.6	21.0	30.6	19.3	295,012	53,733	26,275	36,939	12,326	77,768	11,218
Rock Island	147.3	.0587	34.9	9.4	15.0	20.6	29.3	58.7	1,115,457	206,634	121,355	144,074	49,062	251,893	62,829
• Moline	42.8	.0171	35.6	8.5	15.6	20.6	30.2	18.1	542,203	71,414	61,582	109,849	39,872	103,466	22,374
• Rock Island	40.2	.0160	34.4	12.3	13.7	18.3	30.9	16.1	212,088	42,051	24,981	20,080	4,820	48,355	14,179
Scott, Iowa	*150.4*	*.0599*	*32.4*	*9.6*	*16.4*	*21.6*	*24.2*	*57.2*	*1,301,916*	*255,070*	*122,281*	*179,792*	*59,627*	*283,030*	*47,870*
• Davenport	*95.0*	*.0379*	*31.8*	*10.7*	*17.4*	*19.6*	*24.9*	*37.1*	*950,304*	*177,972*	*88,128*	*132,842*	*52,141*	*233,344*	*36,641*
SUBURBAN TOTAL	170.4	.0678	34.8	8.0	14.7	22.7	27.0	63.9	1,007,790	224,000	95,220	98,034	24,182	227,526	48,723
DECATUR	**116.2**	**.0463**	**35.1**	**9.1**	**14.7**	**21.0**	**29.1**	**45.6**	**900,491**	**144,620**	**85,362**	**150,811**	**35,954**	**208,450**	**42,800**
Macon	116.2	.0463	35.1	9.1	14.7	21.0	29.1	45.6	900,491	144,620	85,362	150,811	35,954	208,450	42,800
• Decatur	83.2	.0332	35.0	9.7	14.8	19.7	30.5	33.7	781,664	133,414	78,988	115,075	29,264	192,804	39,908
SUBURBAN TOTAL	33.0	.0131	35.2	7.3	14.3	25.1	25.3	11.9	118,827	11,206	6,374	35,736	6,690	15,646	2,892
JOLIET	**393.1**	**.1567**	**31.1**	**9.7**	**17.2**	**23.0**	**20.3**	**130.1**	**2,192,790**	**377,172**	**176,264**	**212,270**	**97,219**	**539,900**	**112,593**
Grundy	32.6	.0130	33.3	8.7	16.3	21.5	25.7	12.1	184,901	32,279	19,676	20,089	4,684	38,128	6,772
Will	360.5	.1437	30.9	9.8	17.2	23.2	19.8	118.0	2,007,889	344,893	156,588	192,181	92,535	501,772	105,821
Bolingbrook	41.[illegible]	.0164	27.9	10.0	18.2	26.6	10.5	12.5	174,962	52,695	20,165	13,457	2,086	45,353	8,210
• Joliet	77.5	.0309	31.5	11.0	17.3	17.9	26.1	27.0	913,185	157,783	67,789	131,572	50,781	235,861	48,260
SUBURBAN TOTAL	315.6	.1258	31.0	9.4	17.1	24.3	18.9	103.1	1,279,605	219,389	108,475	80,698	46,438	304,039	64,333
KANKAKEE	**96.0**	**.0382**	**32.9**	**9.7**	**15.1**	**20.1**	**26.8**	**34.5**	**651,968**	**122,182**	**52,600**	**85,701**	**21,690**	**172,156**	**32,426**
Kankakee	96.0	.0382	32.9	9.7	15.1	20.1	26.8	34.5	651,968	122,182	52,600	85,701	21,690	172,156	32,426
• Kankakee	27.5	.0110	32.1	10.0	15.6	18.1	27.4	10.4	277,368	44,791	22,387	44,976	12,190	45,416	24,205
SUBURBAN TOTAL	[illegible]5	.0272	33.3	9.6	15.0	21.0	26.4	24.1	374,600	77,391	30,213	40,725	9,500	126,740	8,221
LAKE COUNTY	**525.8**	**.2097**	**31.5**	**10.7**	**17.7**	**23.4**	**20.4**	**177.3**	**4,500,210**	**701,416**	**376,717**	**440,449**	**261,966**	**1,244,137**	**181,003**
Lake	525.8	.2097	31.5	10.7	17.7	23.4	20.4	177.3	4,500,210	701,416	376,717	440,449	261,966	1,244,137	181,003
• North Chicago	35.6	.0142	23.2	35.5	18.0	11.8	11.0	7.3	64,560	13,581	22,562	3,600		2,944	1,627
• Waukegan	70.7	.0282	30.6	11.8	19.6	18.8	22.5	25.0	738,346	93,904	57,395	136,740	34,075	212,459	30,579
SUBURBAN TOTAL	419.5	.1673	32.7	8.4	17.5	25.2	20.7	145.0	3,697,304	593,931	296,760	300,109	227,891	1,028,734	148,797
PEORIA	**338.1**	**.1347**	**34.2**	**9.6**	**15.0**	**21.1**	**27.7**	**129.0**	**2,522,675**	**427,372**	**216,820**	**347,235**	**104,622**	**613,049**	**92,372**
Peoria	182.0	.0725	33.8	10.6	15.0	20.7	27.5	70.5	1,490,930	229,697	138,020	231,856	70,939	256,651	61,217
• Peoria	113.0	.0451	32.6	12.1	15.4	19.3	27.1	44.8	1,102,047	154,978	104,323	181,931	67,926	158,761	42,587

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Tazewell	123.4	.0492	34.9	8.5	15.2	21.6	28.2	47.1	874,672	176,612	67,480	112,620	28,089	283,633	27,779
• Pekin	32.2	.0128	34.8	9.1	15.3	19.6	30.1	13.1	348,190	77,353	24,196	62,128	12,585	99,362	11,321
Woodford	32.7	.0130	34.1	8.2	14.0	21.7	27.1	11.4	157,073	21,063	11,320	2,759	5,594	72,765	3,376
SUBURBAN TOTAL	192.9	.0768	35.1	8.3	14.6	22.4	27.7	71.1	1,072,438	195,041	88,301	103,176	24,111	354,926	38,464
ROCKFORD	**284.2**	**.1133**	**33.4**	**9.4**	**16.7**	**21.5**	**25.8**	**107.8**	**2,121,169**	**394,230**	**190,341**	**313,019**	**117,188**	**400,684**	**69,877**
Boone	31.0	.0124	33.1	9.3	15.6	22.4	24.7	11.0	174,651	40,990	19,764	14,579	5,240	54,926	4,701
Winnebago	253.2	.1009	33.5	9.4	16.8	21.4	26.0	96.8	1,946,518	353,240	170,577	298,440	111,915	345,758	65,176
• Rockford	139.6	.0557	33.1	9.8	17.3	19.5	27.2	54.9	1,308,375	263,769	118,259	185,614	84,491	252,851	49,755
SUBURBAN TOTAL	144.6	.0576	33.8	8.9	16.1	23.5	24.5	52.9	812,794	130,461	72,082	127,405	32,664	147,833	20,122
SPRINGFIELD	**189.9**	**.0756**	**34.4**	**8.4**	**16.9**	**21.9**	**27.1**	**76.5**	**1,539,902**	**249,348**	**157,599**	**264,814**	**70,911**	**290,077**	**63,540**
Menard	11.1	.0044	35.5	6.9	14.7	21.9	28.9	4.2	37,139	12,674	1,579	3,278	939	7,600	1,420
Sangamon	178.8	.0712	34.3	8.5	16.9	21.9	27.0	72.3	1,502,763	236,674	156,020	261,536	69,972	282,477	62,120
• Springfield	105.5	.0421	34.1	9.3	17.8	20.7	27.7	45.1	1,328,926	197,323	137,086	250,872	55,123	268,234	57,693
SUBURBAN TOTAL	84.4	.0335	34.8	7.4	15.5	23.3	26.3	31.4	210,976	52,025	20,513	13,942	15,788	21,843	5,847
OTHER COUNTIES															
Adams	65.8	.0263	35.6	9.0	14.3	19.1	31.7	25.4	453,294	98,264	39,406	78,985	21,929	89,946	17,309
Alexander	10.5	.0042	35.0	7.7	13.3	17.4	32.6	4.2	47,839	15,288	4,380	2,264	1,413	14,040	1,515
Bond	14.9	.0059	35.1	11.0	14.1	18.5	31.6	5.6	56,119	11,365	5,441	1,698	1,419	12,799	4,376
Brown	5.8	.0023	34.0	10.7	19.0	19.2	28.9	2.0	12,425	3,038	1,236	124	182	1,379	547
Bureau	35.5	.0141	36.5	7.7	13.6	19.8	32.4	13.7	159,425	32,431	12,684	14,928	5,548	33,559	3,155
Calhoun	5.3	.0021	38.6	8.2	13.0	18.2	36.2	2.0	19,362	2,927	3,869	96	136	7,424	354
Carroll	16.7	.0067	37.8	7.3	13.5	19.9	34.1	6.6	66,071	18,413	8,085	1,354	1,550	12,821	3,009
Cass	13.3	.0053	36.0	8.2	14.4	19.7	31.6	5.1	53,055	19,046	2,971	1,595	1,939	10,220	2,768
Christian	34.3	.0137	36.6	8.1	14.3	19.6	32.5	13.5	207,229	45,107	17,460	29,536	7,795	51,529	8,422
Clark	15.9	.0063	37.3	7.8	14.5	19.0	34.0	6.4	74,082	15,195	8,067	7,646	661	13,705	2,658
Clay	14.4	.0058	37.0	7.7	14.1	18.9	33.7	5.7	62,223	12,327	3,255	9,668	2,147	15,643	3,182
☐ Clinton	34.0	.0135	32.8	9.6	16.9	19.4	26.9	11.6	154,110	32,170	10,557	13,425	8,131	30,959	3,405
Coles	51.6	.0206	29.7	22.5	13.5	17.1	25.8	18.9	376,934	46,552	36,678	68,545	13,502	94,194	17,849
Crawford	19.3	.0077	37.3	7.5	14.4	19.3	33.8	7.7	103,824	22,415	6,072	14,873	2,224	24,027	4,779
Cumberland	10.7	.0043	33.9	8.8	14.6	18.7	29.7	4.0	35,100	9,044	1,071	395	1,618	6,466	495
De Kalb	78.4	.0313	27.2	24.7	15.4	17.4	20.7	26.6	491,663	84,436	45,946	33,928	21,814	133,166	11,893
De Witt	16.4	.0065	35.6	7.9	15.4	19.8	31.0	6.4	96,390	20,227	8,200	11,318	2,286	37,173	2,890
Douglas	19.4	.0077	34.5	7.4	15.0	18.8	30.4	7.2	106,617	23,365	10,527	1,928	4,327	16,485	2,376
Edgar	19.4	.0077	37.6	7.5	13.3	19.5	34.0	7.8	121,319	36,182	7,225	5,917	1,631	36,022	6,128
Edwards	7.4	.0030	37.6	7.7	13.9	19.4	34.3	3.0	28,093	9,943	977	311	1,245	3,019	707
Effingham	31.9	.0127	32.0	8.3	16.2	18.8	26.4	11.5	321,914	40,415	22,732	28,444	12,885	64,601	4,926
Fayette	20.8	.0083	35.5	8.6	15.7	18.6	31.9	7.7	89,232	16,816	5,763	11,676	2,455	26,488	2,502
Ford	14.2	.0056	37.2	6.9	14.2	18.7	34.2	5.6	76,329	14,390	7,594	4,739	7,035	13,228	2,365
Franklin	40.0	.0160	38.0	8.3	13.4	19.6	34.5	16.4	239,544	50,700	19,630	31,063	5,886	61,148	11,516
Fulton	37.8	.0151	37.1	8.2	14.2	19.4	33.6	14.8	199,237	71,325	13,930	15,152	5,168	32,375	9,840
Gallatin	6.8	.0027	39.1	8.3	12.4	19.9	35.5	2.7	17,691	4,005	1,136	493	890	4,422	917
Greene	15.3	.0061	36.2	8.0	13.9	17.8	33.6	5.9	45,532	15,102	4,068	1,180	739	8,001	3,159
Hamilton	8.5	.0034	39.4	6.9	13.3	18.5	37.1	3.5	39,439	8,360	1,266	618	770	14,196	2,554
Hancock	21.2	.0084	37.4	7.2	13.7	19.4	33.9	8.3	63,191	10,514	5,373	1,288	1,624	23,318	2,567
Hardin	5.2	.0021	37.6	8.8	13.7	20.5	33.2	2.1	13,835	4,526	798	200	346	3,269	517
Henderson	8.1	0032	37.6	6.7	13.9	21.2	32.6	3.2	14,338	3,822	3,079		218	921	256
Iroquois	30.6	.0122	37.2	7.2	13.9	19.5	33.4	11.7	127,073	30,350	11,473	10,468	3,301	23,693	3,648
Jackson	61.0	.0243	26.7	27.8	15.8	16.4	20.6	23.4	454,440	87,049	47,464	79,263	16,048	55,315	10,862

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POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Jasper	10.6	.0043	34.6	7.3	15.0	18.2	31.1	4.0	43,213	9,827	2,317	1,896	1,747	12,870	
Jefferson	36.9	.0147	35.0	8.2	14.8	20.1	29.9	14.6	291,692	39,091	24,952	52,013	13,794	56,317	11,027
☐ Jersey	20.6	.0082	33.2	10.5	15.1	19.5	27.9	7.4	115,512	14,306	10,326	20,657	3,134	38,834	3,349
Jo Daviess	21.7	.0086	36.4	7.7	14.0	20.1	31.9	8.3	92,387	22,200	10,436	1,577	1,333	17,143	4,795
Johnson	11.4	.0046	36.1	10.0	18.4	21.7	30.0	3.7	29,258	6,964	2,394	995	1,659	7,941	320
Knox	56.1	.0223	36.7	9.2	14.3	20.6	31.9	21.8	385,544	73,554	26,478	68,260	18,135	81,120	13,091
La Salle	106.6	.0425	35.7	8.6	14.9	19.3	31.6	41.2	819,482	160,882	63,454	105,354	34,794	220,908	36,021
Lawrence	15.8	.0063	38.4	7.5	14.1	18.3	36.2	6.2	72,643	14,551	4,002	14,194	1,592	13,168	3,236
Lee	34.4	.0137	34.3	8.4	16.6	20.3	28.6	12.5	177,204	44,830	16,056	6,919	6,316	45,588	12,103
Livingston	39.2	.0156	34.5	8.6	17.2	19.9	29.2	13.7	203,875	48,098	15,753	18,317	9,657	57,059	6,563
Logan	30.8	.0123	34.7	10.0	16.5	20.1	29.4	11.0	182,293	29,766	15,197	22,184	8,402	34,143	5,321
McDonough	35.0	.0139	27.6	27.8	12.7	15.6	25.0	12.1	196,968	31,890	27,310	32,008	6,834	36,556	8,488
Macoupin	47.6	.0190	36.2	8.5	13.9	19.1	32.5	18.1	246,100	36,788	15,243	15,156	7,778	59,069	10,500
☐ Madison	249.7	.0996	34.0	9.5	16.3	20.3	28.1	95.0	1,714,078	393,390	149,487	221,534	48,645	384,377	53,498
• Alton	33.0	.0132	33.6	9.4	16.6	17.7	30.0	13.0	378,795	39,789	33,678	71,355	17,791	99,633	10,964
• Granite City	32.9	.0131	34.6	9.2	16.5	19.1	30.2	13.0	260,319	74,122	25,767	19,682	7,248	42,514	13,341
Marion	41.4	.0165	35.3	8.1	14.7	19.3	31.1	16.2	287,809	59,005	23,851	42,852	11,505	73,233	14,945
Marshall	12.8	.0051	37.9	7.6	12.9	20.1	34.0	4.9	49,056	12,158	5,878	1,201	533	12,234	2,212
Mason	16.1	.0064	36.6	7.8	13.7	19.8	32.4	6.3	53,598	14,797	7,070	3,815	1,156	5,655	2,289
Massac	14.7	.0059	38.0	7.8	14.4	16.8	35.1	5.9	56,231	12,105	4,662	706	559	13,306	3,709
Mercer	17.2	.0068	36.2	7.5	13.9	21.1	30.8	6.5	53,917	9,976	5,881	13,353	1,264	6,525	1,629
☐ Monroe	22.7	.0091	33.9	8.3	16.6	20.2	28.0	8.3	131,772	33,310	15,834	9,048	3,497	29,961	3,374
Montgomery	30.7	.0122	35.5	8.1	15.6	18.8	31.9	11.5	167,700	37,128	18,645	21,255	4,732	35,954	7,694
Morgan	36.3	.0145	34.5	10.8	15.4	19.5	29.7	13.6	267,701	47,163	20,486	40,929	10,086	68,663	10,446
Moultrie	13.9	.0055	37.0	7.0	13.8	19.5	33.3	5.1	56,319	12,957	6,869	312	1,200	18,543	3,665
Ogle	46.0	.0184	34.1	8.1	15.9	20.7	27.8	17.1	186,282	48,199	14,126	9,656	3,476	43,177	6,015
Perry	21.3	.0085	35.6	8.4	14.2	19.9	31.0	8.3	96,198	21,045	6,873	11,239	2,773	8,213	6,882
Piatt	15.5	.0062	36.3	7.1	15.0	21.5	30.6	5.9	77,012	16,178	6,579	4,729	2,955	32,943	1,932
Pike	17.5	.0070	38.2	7.7	13.0	18.7	35.5	7.0	72,836	15,199	5,997	10,923	1,464	14,711	485
Pope	4.4	.0017	36.1	11.9	13.4	18.6	32.8	1.6	4,255	1,124	274	193		1,811	184
Pulaski	7.5	.0030	34.8	7.6	13.6	16.7	33.0	2.9	13,999	5,349	992	92	685	2,393	534
Putnam	5.7	.0023	36.0	7.6	14.6	21.0	30.4	2.2	20,240	6,829	1,585		96	5,056	1,431
Randolph	34.5	.0138	34.1	9.7	17.4	20.3	28.1	11.9	209,397	47,305	19,278	32,171	4,989	55,504	5,635
Richland	16.4	.0065	35.8	7.8	15.0	18.2	32.8	6.4	97,081	14,179	7,503	18,917	3,668	17,885	3,798
☐ St. Clair	262.6	.1047	32.0	9.7	16.7	19.4	25.6	95.2	1,681,488	265,752	155,888	382,589	88,969	311,165	52,361
• Belleville	42.7	.0170	35.2	8.6	17.9	18.2	32.2	17.7	506,901	92,802	38,294	44,860	21,217	188,164	21,354
• East St. Louis	40.9	.0163	27.7	11.7	13.6	17.2	22.8	13.0	103,753	23,885	15,014	3,183	2,217	1,510	8,775
Saline	26.4	.0106	38.4	7.9	13.4	18.9	35.5	10.8	182,076	46,878	12,029	33,342	6,876	31,925	7,555
Schuyler	7.5	.0030	37.6	7.5	14.0	19.1	34.4	3.0	33,165	8,709	3,493	140	1,557	4,993	3,700
Scott	5.6	.0023	36.1	7.6	14.7	18.6	32.7	2.2	15,979	3,506	1,440	135	74	6,009	614
Shelby	22.2	.0088	36.5	7.9	14.2	19.1	32.8	8.5	66,986	18,564	3,698	1,896	2,012	20,583	2,725
Stark	6.4	.0026	37.8	6.9	13.4	19.5	34.3	2.5	14,079	3,678	769		160	6,283	57
Stephenson	48.0	.0191	35.2	8.5	15.3	20.1	30.2	18.9	299,946	70,237	23,204	23,826	15,149	86,000	19,532
Union	17.6	.0070	38.3	8.0	14.0	20.6	34.0	6.8	79,560	15,559	6,111	13,396	2,805	22,162	2,716
Vermilion	87.7	.0350	35.6	8.2	14.8	20.5	30.4	33.8	550,485	115,532	51,860	95,680	18,264	103,646	19,417
Wabash	13.1	.0052	35.1	8.8	14.8	19.7	30.5	5.0	72,053	15,614	9,291	11,001	1,670	15,044	2,642
Warren	18.9	.0076	35.3	10.2	13.3	19.3	31.1	7.3	95,301	21,571	6,135	13,844	3,842	31,041	1,616
Washington	15.0	.0059	36.1	7.4	14.7	18.8	32.7	5.7	65,188	10,918	4,922	912	2,993	16,037	3,633
Wayne	17.1	.0069	37.7	8.2	13.8	18.5	34.9	6.9	67,519	20,435	3,399	7,969	2,283	10,087	2,311
White	16.4	.0065	38.8	6.9	14.2	19.0	36.2	6.8	89,627	27,538	5,822	16,380	1,317	20,211	2,966
Whiteside	59.9	.0239	34.8	8.5	14.8	20.4	29.3	22.6	370,887	72,798	36,394	66,250	11,375	80,554	16,667
Williamson	57.8	.0231	36.3	8.9	15.1	20.7	31.2	23.1	394,340	47,467	28,802	34,862	16,064	135,287	13,231
TOTAL METRO COUNTIES	**9,475.1**	**3.7776**	**32.5**	**10.5**	**17.7**	**21.1**	**24.6**	**3,454.6**	**72,298,586**	**12,209,297**	**7,244,044**	**8,645,156**	**4,066,149**	**14,547,365**	**3,491,574**
TOTAL STATE	**11,449.1**	**4.5648**	**32.9**	**10.4**	**17.2**	**20.8**	**25.6**	**4,207.6**	**83,478,926**	**14,490,377**	**8,189,410**	**9,985,698**	**4,466,483**	**17,139,507**	**3,925,947**

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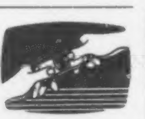
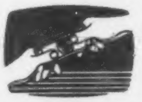
EFFECTIVE BUYING INCOME



S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
AURORA–ELGIN	**5,355,057**	**35,136**	**14.8**	**25.8**	**23.2**	**27.0**	**.1508**
Kane	4,808,917	35,191	15.0	25.5	22.6	27.7	.1378
• Aurora	1,400,286	32,338	17.1	26.5	21.6	23.5	.0446
• Elgin	1,077,368	31,395	17.4	27.9	21.2	22.1	.0321
Kendall	546,140	34,726	13.1	28.7	27.8	21.6	.0130
SUBURBAN TOTAL	2,877,403	38,634	12.4	24.6	24.9	31.3	.0741
BLOOMINGTON–NORMAL	**1,960,355**	**31,037**	**18.6**	**24.6**	**19.2**	**24.7**	**.0556**
McLean	1,960,355	31,037	18.6	24.6	19.2	24.7	.0556
• Bloomington	806,328	26,430	21.7	25.3	17.3	19.8	.0271
• Normal	562,632	34,253	17.4	22.8	18.6	30.3	.0148
SUBURBAN TOTAL	591,395	35,199	15.0	24.9	22.7	27.6	.0137
CHAMPAIGN–URBANA–RANTOUL	**2,311,415**	**24,923**	**23.0**	**26.0**	**16.2**	**17.2**	**.0691**
Champaign	2,311,415	24,923	23.0	26.0	16.2	17.2	.0691
• Champaign	823,502	22,332	23.1	23.9	14.8	15.4	.0286
• Rantoul	212,597	22,981	30.0	30.5	15.0	13.5	.0064
• Urbana	452,404	21,802	24.8	24.0	13.1	16.4	.0129
SUBURBAN TOTAL	822,912	30,122	19.9	28.4	20.1	20.8	.0212
CHICAGO	**97,912,235**	**33,927**	**15.3**	**22.0**	**18.8**	**29.6**	**2.6730**
Cook	78,622,904	31,644	16.3	22.5	18.1	27.1	2.1553
Arlington Heights	1,701,537	50,399	8.6	16.4	20.2	50.7	.0464
Berwyn	749,998	30,052	19.5	24.6	18.6	23.6	.0197
• Chicago	36,290,240	25,304	19.1	23.3	15.9	20.0	.9865
• Chicago Heights	416,151	30,135	16.7	23.6	19.2	23.4	.0143
Cicero	827,511	27,733	20.8	25.8	19.0	19.5	.0203
Des Plaines	998,244	42,336	11.0	22.1	21.9	38.8	.0282
• Evanston	1,412,047	34,896	16.0	24.5	17.4	32.4	.0354
Hoffman Estates	852,288	46,280	7.7	19.6	25.5	44.2	.0200
Mount Prospect	1,094,211	44,784	9.6	20.1	22.5	42.4	.0287
Oak Lawn	1,060,263	39,994	13.1	21.3	20.9	37.0	.0359
Oak Park	1,003,237	33,588	16.9	25.1	18.2	29.6	.0236
Schaumburg	1,402,163	44,150	9.0	21.4	25.8	40.1	.0538
Skokie	1,287,816	45,047	11.7	19.9	18.9	43.9	.0380
Du Page	16,411,985	47,622	8.6	18.1	22.1	46.8	.4435
Downers Grove	1,026,243	48,490	10.3	16.4	20.5	48.2	.0311
Elmhurst	892,461	47,633	9.3	18.2	21.6	47.2	.0260
Naperville	1,968,193	58,574	6.7	11.8	15.7	62.7	.0499
Wheaton	1,081,964	48,432	9.0	18.4	20.9	47.9	.0247
McHenry	2,877,346	36,958	14.0	24.3	24.5	28.9	.0742
SUBURBAN TOTAL	59,793,797	41,206	11.9	20.7	21.4	38.1	1.6368
CHICAGO–GARY–LAKE COUNTY CONSOLIDATED AREA	***128,300,453***	***34,122***	***15.1***	***22.7***	***19.6***	***29.0***	***3.4978***
DAVENPORT–ROCK ISLAND–MOLINE	**5,178,793**	**30,570**	**17.5**	**26.6**	**21.3**	**20.7**	**.1468**
Henry	728,318	30,364	17.8	26.1	20.2	21.4	.0193
Rock Island	2,296,894	31,235	16.6	25.8	21.5	22.0	.0631
• Moline	734,046	31,626	16.5	26.3	20.9	23.5	.0229
• Rock Island	590,162	27,524	19.7	25.3	18.9	19.0	.0152
Scott, Iowa	*2,153,581*	*30,064*	*18.3*	*27.7*	*21.5*	*19.0*	*.0644*
• Davenport	*1,299,650*	*27,406*	*20.4*	*28.4*	*19.5*	*15.9*	*.0419*
SUBURBAN TOTAL	2,554,935	32,981	15.5	26.2	23.1	23.0	.0668
DECATUR	**1,746,993**	**29,857**	**17.3**	**27.0**	**19.8**	**21.1**	**.0492**
Macon	1,746,993	29,857	17.3	27.0	19.8	21.1	.0492
• Decatur	1,251,551	27,767	18.7	27.1	17.7	19.7	.0375
SUBURBAN TOTAL	495,442	35,349	13.2	26.7	25.7	25.0	.0117
JOLIET	**5,781,832**	**37,403**	**12.9**	**22.7**	**25.1**	**29.7**	**.1504**
Grundy	523,960	36,731	14.9	22.4	23.0	29.8	.0132
Will	5,257,872	37,462	12.8	22.8	25.3	29.6	.1372
Bolingbrook	604,225	42,545	7.2	22.7	31.7	34.7	.0148
• Joliet	1,053,972	30,519	18.0	22.5	19.7	23.0	.0364
SUBURBAN TOTAL	4,727,860	38,942	11.7	22.9	26.3	31.4	.1140
KANKAKEE	**1,180,969**	**26,554**	**20.0**	**28.6**	**18.3**	**15.8**	**.0353**
Kankakee	1,180,969	26,554	20.0	28.6	18.3	15.8	.0353
• Kankakee	327,236	22,707	22.5	28.3	14.2	13.1	.0115
BURBAN TOTAL	853,733	28,206	18.9	28.8	20.1	16.9	.0238
LA COUNTY	**9,978,593**	**41,617**	**12.0**	**20.6**	**20.2**	**39.3**	**.2593**
ake	9,978,593	41,617	12.0	20.6	20.2	39.3	.2593
• North Chicago	442,694	26,494	21.0	34.1	17.9	15.9	.0102
• Waukegan	1,031,125	32,774	16.9	24.5	20.0	26.6	.0326
SUBURBAN TOTAL	8,504,774	44,332	10.7	19.2	20.4	42.7	.2165
PEORIA	**5,377,056**	**32,798**	**15.4**	**26.2**	**20.7**	**25.4**	**.1455**

EFFECTIVE BUYING INCOME



METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Peoria	3,038,917	33,066	15.5	24.1	19.4	27.6	.0826
• Peoria	1,896,384	30,911	16.6	24.0	17.3	26.5	.0544
Tazewell	1,899,807	32,834	15.1	28.1	22.3	23.4	.0515
• Pekin	468,456	28,197	19.7	25.9	19.5	19.1	.0150
Woodford	438,332	31,369	15.9	30.5	22.8	19.7	.0114
SUBURBAN TOTAL	3,012,216	34,475	13.9	27.6	23.1	25.8	.0761
ROCKFORD	**4,120,369**	**31,155**	**16.9**	**27.3**	**22.0**	**20.5**	**.1168**
Boone	360,794	27,572	19.8	31.3	22.1	12.1	.0105
Winnebago	3,759,575	31,596	16.6	26.9	22.0	21.4	.1063
• Rockford	2,019,716	28,891	18.6	27.3	19.5	19.1	.0617
SUBURBAN TOTAL	2,100,653	33,321	15.2	27.3	24.6	21.9	.0551
SPRINGFIELD	**2,575,181**	**25,756**	**21.7**	**28.2**	**18.8**	**14.8**	**.0774**
Menard	117,291	22,891	24.1	33.9	15.8	7.0	.0032
Sangamon	2,457,890	25,958	21.6	27.8	19.0	15.3	.0742
• Springfield	1,459,797	23,887	23.0	26.7	16.9	14.4	.0513
SUBURBAN TOTAL	1,115,384	28,376	19.9	30.2	21.6	15.4	.0261
OTHER COUNTIES							
Adams	734,883	21,770	24.4	30.6	14.3	9.3	.0233
Alexander	92,036	14,343	23.5	21.7	11.0	5.4	.0029
Bond	174,451	21,971	23.6	24.4	16.4	13.1	.0046
Brown	65,685	23,421	21.3	27.6	14.3	15.1	.0017
Bureau	520,578	29,086	19.7	26.9	19.6	20.0	.0129
Calhoun	54,781	19,977	24.6	26.5	13.9	9.6	.0015
Carroll	221,562	25,372	22.9	27.3	18.1	15.7	.0056
Cass	167,938	25,988	20.8	26.2	19.9	14.2	.0044
Christian	492,734	27,590	20.5	25.6	17.5	20.7	.0131
Clark	185,540	20,858	25.0	27.5	14.6	10.0	.0052
Clay	173,069	22,044	24.8	27.8	13.5	13.3	.0048
☐ Clinton	394,351	26,712	20.1	29.6	19.1	15.4	.0108
Coles	670,252	25,017	22.6	25.9	17.3	16.7	.0200
Crawford	310,576	30,472	18.1	24.8	19.1	24.5	.0077
Cumberland	103,270	19,485	28.5	30.3	11.6	6.8	.0029
De Kalb	1,032,316	28,897	19.7	26.4	20.1	19.2	.0292
De Witt	287,618	36,051	12.9	21.7	21.1	30.4	.0070
Douglas	260,717	29,030	20.6	27.0	21.2	17.6	.0071
Edgar	244,462	22,460	23.9	25.9	15.4	13.7	.0071
Edwards	104,479	26,434	24.2	25.0	20.2	15.7	.0025
Effingham	374,052	24,476	23.5	27.0	18.0	13.8	.0132
Fayette	231,150	21,119	26.9	27.4	13.7	11.6	.0065
Ford	168,983	22,870	27.2	31.2	14.7	10.5	.0048
Franklin	445,880	18,559	27.2	21.8	15.0	10.2	.0136
Fulton	425,004	22,701	22.9	30.4	15.8	9.6	.0123
Gallatin	72,354	18,926	24.7	24.2	13.2	10.3	.0020
Greene	145,964	18,342	28.3	27.6	11.4	6.8	.0040
Hamilton	124,806	25,789	21.2	24.6	17.1	18.8	.0030
Hancock	264,817	24,311	22.6	29.1	16.6	13.5	.0065
Hardin	39,691	13,554	29.8	22.6	6.3	3.2	.0013
Henderson	90,596	22,284	23.1	30.4	15.8	9.1	.0022
Iroquois	357,222	23,247	24.0	31.2	15.2	10.9	.0097
Jackson	699,382	18,836	25.1	22.0	12.0	13.7	.0223
Jasper	114,828	20,356	27.2	24.7	14.7	11.4	.0032
Jefferson	453,040	22,552	22.5	26.6	16.0	12.5	.0143
☐ Jersey	230,608	24,235	24.3	31.6	18.2	9.4	.0069
Jo Daviess	231,117	21,622	26.5	31.1	14.9	7.5	.0065
Johnson	86,823	17,099	28.8	27.0	10.3	5.4	.0026
Knox	646,382	22,717	24.9	30.3	16.4	9.2	.0201
La Salle	1,392,382	27,062	20.0	29.1	20.4	14.1	.0420
Lawrence	167,730	20,078	24.1	27.9	15.4	6.9	.0048
Lee	477,816	30,348	17.8	26.9	22.8	19.3	.0126
Livingston	479,661	27,255	19.6	30.4	19.7	15.1	.0133
Logan	386,061	26,670	21.4	28.6	19.0	15.6	.0109
McDonough	347,874	18,954	25.8	25.6	13.3	8.7	.0111
Macoupin	577,922	24,677	22.4	26.3	17.7	14.6	.0161
☐ Madison	2,991,842	25,462	20.8	29.0	19.3	12.4	.0911
• Alton	344,565	19,957	24.1	27.4	14.7	7.8	.0138
• Granite City	396,253	24,607	20.5	28.6	18.7	11.4	.0126
Marion	487,224	22,092	24.8	26.8	15.7	11.8	.0151
Marshall	157,093	25,908	19.4	32.4	16.7	13.2	.0041
Mason	191,255	23,774	21.5	31.4	15.4	11.5	.0048
Massac	143,567	17,706	25.7	25.2	13.8	5.8	.0042
Mercer	215,233	26,598	20.1	27.2	20.0	14.8	.0053

ILL. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
☐ Monroe	280,678	27,658	19.7	28.3	21.7	14.1	.0080
Montgomery	355,717	22,750	23.6	25.5	17.1	13.0	.0103
Morgan	463,908	24,563	22.5	27.9	16.8	15.0	.0140
Moultrie	156,257	24,121	22.5	30.4	18.1	10.2	.0043
Ogle	656,354	31,440	17.4	26.8	22.6	20.6	.0162
Perry	289,751	26,092	22.2	22.9	17.9	19.6	.0074
Piatt	195,995	26,493	20.6	32.2	19.5	12.8	.0053
Pike	165,573	16,608	30.1	24.8	10.0	5.9	.0050
Pope	38,232	17,143	26.2	25.1	11.2	6.7	.0010
Pulaski	65,324	15,117	26.1	21.9	9.6	6.9	.0018
Putnam	75,910	28,560	18.0	30.6	21.4	14.9	.0019
Randolph	388,507	25,631	21.5	29.4	17.6	13.7	.0117
Richland	214,014	24,643	22.0	28.9	15.5	15.0	.0060
☐ St. Clair	3,213,603	25,383	19.5	24.2	17.0	17.9	.0948
• Belleville	616,243	26,046	21.8	25.7	16.6	18.7	.0206
• East St. Louis	287,755	12,254	21.1	16.8	9.1	9.5	.0091
Saline	281,796	17,427	26.5	22.3	13.1	9.5	.0091
Schuyler	98,357	24,691	22.0	26.2	17.3	15.1	.0027
Scott	73,584	25,545	21.4	28.3	15.8	15.7	.0018
Shelby	232,960	21,000	25.0	30.7	13.9	7.7	.0062
Stark	101,081	31,723	15.0	26.1	20.8	23.2	.0022
Stephenson	611,868	25,239	22.6	29.8	19.0	12.5	.0175
Union	180,617	18,195	29.9	26.6	9.7	8.8	.0052
Vermilion	1,074,781	24,452	21.3	28.7	16.9	13.5	.0316
Wabash	152,318	23,215	22.3	29.8	16.5	9.7	.0045
Warren	219,899	22,132	24.8	28.4	16.1	10.0	.0061
Washington	175,585	23,310	23.0	28.6	16.0	12.0	.0048
Wayne	182,320	18,936	27.6	26.9	12.1	8.3	.0051
White	231,216	24,031	24.5	25.9	15.3	16.5	.0061
Whiteside	723,327	26,261	21.2	29.4	20.8	12.0	.0213
Williamson	549,512	17,756	27.7	27.7	11.9	5.1	.0190
TOTAL METRO COUNTIES	**148,436,349**	**33,060**	**15.8**	**23.3**	**19.4**	**27.6**	**4.0764**
TOTAL STATE	**172,283,968**	**31,119**	**17.1**	**24.0**	**18.9**	**25.0**	**4.7604**

Indiana

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
ANDERSON	**130.1**	**.0519**	**34.9**	**10.1**	**15.1**	**21.3**	**28.6**	**49.6**
Madison	130.1	.0519	34.9	10.1	15.1	21.3	28.6	49.6
• Anderson	59.2	.0236	34.1	11.8	15.3	18.6	30.0	24.2
SUBURBAN TOTAL	70.9	.0283	35.5	8.7	14.9	23.6	27.3	25.4
BLOOMINGTON	**109.6**	**.0437**	**26.6**	**28.5**	**16.6**	**17.5**	**18.5**	**39.6**
Monroe	109.6	.0437	26.6	28.5	16.6	17.5	18.5	39.6
• Bloomington	61.0	.0243	23.8	44.5	16.3	12.5	13.7	21.1
SUBURBAN TOTAL	48.6	.0194	34.0	8.4	17.0	23.8	24.6	18.5
ELKHART–GOSHEN	**157.6**	**.0629**	**31.9**	**10.1**	**16.4**	**21.2**	**23.6**	**57.2**
Elkhart	157.6	.0629	31.9	10.1	16.4	21.2	23.6	57.2
• Elkhart	44.0	.0175	31.6	10.7	18.2	19.0	24.9	17.7
• Goshen	24.0	.0096	31.2	13.8	17.8	18.3	24.9	9.1
SUBURBAN TOTAL	89.6	.0358	32.2	8.7	15.3	23.1	22.7	30.4

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ANDERSON	**844,241**	**164,014**	**74,976**	**102,201**	**34,311**	**210,305**	**33,938**
Madison	844,241	164,014	74,976	102,201	34,311	210,305	33,938
• Anderson	593,507	121,859	58,113	68,746	26,841	136,247	22,913
SUBURBAN TOTAL	250,734	42,155	16,863	33,455	7,470	74,058	11,025
BLOOMINGTON	**697,335**	**138,145**	**81,764**	**109,953**	**30,039**	**129,178**	**24,066**
Monroe	697,335	138,145	81,764	109,953	30,039	129,178	24,066
• Bloomington	638,223	126,550	76,462	109,953	28,935	122,126	22,902
SUBURBAN TOTAL	59,112	11,595	5,302		1,104	7,052	1,164
ELKHART–GOSHEN	**1,196,790**	**195,370**	**101,595**	**117,819**	**37,127**	**378,155**	**49,854**
Elkhart	1,196,790	195,370	101,595	117,819	37,127	378,155	49,854
• Elkhart	699,280	103,953	52,162	86,361	17,752	242,490	28,904
• Goshen	225,432	41,149	18,933	14,771	8,106	77,297	10,271
SUBURBAN TOTAL	272,078	50,265	30,500	16,687	11,269	58,368	10,679

BLOOMINGTON/BEDFORD, INDIANA NEWSPAPERS

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IND. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
EVANSVILLE	**279.2**	**.1114**	**34.1**	**9.4**	**16.5**	**20.9**	**27.6**	**108.8**	**2,026,723**	**375,407**	**201,747**	**309,464**	**111,632**	**381,227**	**79,236**
Posey	25.9	.0104	33.3	8.2	16.4	22.0	25.2	9.5	82,636	20,653	4,852	5,403	2,724	23,961	4,466
Vanderburgh	164.9	.0657	34.6	9.9	16.6	19.7	29.7	66.7	1,475,496	245,194	156,387	243,352	88,268	254,113	49,656
• Evansville	126.2	.0503	34.6	10.2	17.2	18.6	30.7	52.9	1,417,650	241,445	149,212	231,569	83,011	248,420	48,422
Warrick	45.3	.0181	33.3	8.4	15.7	24.5	22.9	16.0	152,546	42,959	13,923	24,056	6,366	26,728	9,176
Henderson, Ky.	*43.1*	*.0172*	*33.5*	*9.1*	*16.5*	*21.4*	*26.2*	*16.6*	*316,045*	*66,601*	*26,585*	*36,653*	*14,274*	*76,425*	*15,938*
• *Henderson*	*26.0*	*.0104*	*34.2*	*9.4*	*16.4*	*20.1*	*28.6*	*10.6*	*311,647*	*63,873*	*25,883*	*36,615*	*14,192*	*76,279*	*15,922*
SUBURBAN TOTAL	127.0	.0507	33.6	8.6	15.9	23.4	24.3	45.3	297,426	70,089	26,652	41,280	14,429	56,528	14,892
FORT WAYNE	**365.8**	**.1459**	**32.2**	**9.6**	**17.2**	**21.2**	**23.9**	**136.8**	**2,831,781**	**449,419**	**269,899**	**384,83[illegible]**	**151,779**	**686,806**	**116,926**
Allen	302.4	.1206	32.1	9.8	17.3	21.3	23.6	113.9	2,513,170	367,710	239,890	368,546	140,983	618,669	102,120
• Fon Wayne	174.0	.0694	31.8	10.9	13.5	19.0	25.0	70.0	2,120,615	276,901	202,525	343,262	127,389	546,900	87,052
De Kalb	35.6	.0142	31.9	9.2	16.8	20.4	24.4	12.8	192,167	37,790	18,491	11,944	7,007	48,074	8,252
Whitley	27.8	.0111	33.2	8.6	15.7	21.0	26.2	10.1	126,444	43,919	11,518	4,347	3,789	20,063	6,554
SUBURBAN TOTAL	191.8	.0765	32.6	8.5	15.9	23.2	22.9	66.8	711,166	172,518	67,374	41,575	24,390	139,906	29,874
GARY–HAMMOND	**603.2**	**.2405**	**32.9**	**9.5**	**15.7**	**21.1**	**25.6**	**215.5**	**3,673,341**	**724,985**	**331,652**	**443,849**	**138,461**	**719,029**	**208,411**
Lake	473.4	.1888	32.9	9.3	15.8	20.4	26.3	170.0	3,020,647	574,895	269,979	386,308	116,534	585,266	175,219
• East Chicago	33.7	.0134	30.7	10.1	15.5	16.2	27.1	12.1	100,729	26,394	16,517	12,076	2,609	13,135	10,349
• Gary	116.1	.0463	31.0	9.5	14.0	19.3	25.1	40.8	320,804	67,678	29,997	34,395	7,144	49,432	29,470
• Hammond	83.8	.0334	32.7	9.4	17.6	18.7	27.3	32.0	436,852	78,379	48,859	50,640	13,434	63,437	32,711
Porter	129.8	.0517	32.6	10.5	15.6	23.7	22.5	45.5	652,694	150,090	61,673	57,541	21,927	133,763	33,192
SUBURBAN TOTAL	369.6	.1474	33.6	9.5	15.9	22.7	25.1	[illegible]	2,814,956	552,534	236,279	346,738	115,274	593,025	135,881
INDIANAPOLIS	**1,258.1**	**.5016**	**32.4**	**9.8**	**18.5**	**21.3**	**23.8**	**483.2**	**10,364,320**	**1,471,690**	**1,043,422**	**1,364,281**	**538,409**	**2,341,851**	**353,093**
Boone	38.4	.0153	34.5	7.4	16.1	23.0	26.1	14.0	205,532	29,193	19,347	10,303	35,130	29,364	9,137
Hamilton	111.7	.0446	32.8	7.4	17.4	25.6	20.5	39.8	636,737	96,023	69,605	53,368	34,109	163,855	21,095
Hancock	45.8	.0182	34.3	8.4	14.9	24.5	24.5	16.1	202,308	38,613	15,380	11,793	4,298	52,557	10,524
Hendricks	76.5	.0305	33.2	8.5	16.4	24.2	22.9	26.4	333,472	82,045	27,669	37,881	9,428	69,228	7,296
Johnson	89.0	.0355	32.7	10.2	16.3	22.9	23.3	31.7	681,053	79,029	52,704	182,202	32,052	143,666	20,869

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Source: ABC Annual Audit, 1990; S&MM Survey of Buying Power, 1990.
**The Fort Wayne MSA consists of Allen, DeKalb and Whitley counties.*
*** The Fort Wayne ADI includes Adams, Allen, DeKalb, Huntington, Jay, Noble, Steuben, Wabash, Wells and Whitley counties in Indiana; Paulding and Van Wert counties in Ohio.*

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POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Marion	800.2	.3190	32.0	10.4	19.9	19.9	24.1	320.7	7,836,125	1,039,791	809,566	1,025,835	407,275	1,790,076	265,934
● Indianapolis	734.1	.2927	31.9	10.5	19.9	19.9	23.9	293.0	7,513,315	962,662	765,411	1,008,652	397,508	1,743,337	255,481
Morgan	56.2	.0224	32.9	9.4	15.9	22.6	24.2	19.7	284,575	61,167	32,071	12,990	8,050	61,253	9,651
Shelby	40.3	.0161	33.2	9.0	16.5	21.0	26.0	14.8	184,518	45,829	17,080	29,909	8,067	31,852	8,587
SUBURBAN TOTAL	524.0	.2089	33.2	8.7	16.8	23.2	23.7	190.2	2,851,005	509,028	278,011	355,629	140,901	598,514	97,612
KOKOMO	**96.3**	**.0385**	**34.4**	**8.8**	**15.4**	**22.1**	**27.0**	**37.3**	**789,751**	**124,652**	**72,133**	**104,850**	**37,761**	**242,771**	**29,117**
Howard	80.2	.0320	34.3	8.9	15.5	22.2	26.6	31.3	682,804	114,512	65,017	103,184	37,340	169,505	25,807
● Kokomo	44.6	.0178	33.6	9.5	16.6	20.2	27.6	18.5	641,882	108,786	62,004	101,144	35,451	164,748	25,436
Tipton	16.1	.0065	35.4	8.4	14.7	21.7	28.8	6.0	106,947	10,140	7,116	1,666	421	73,266	3,310
SUBURBAN TOTAL	51.7	.0207	35.2	8.2	14.2	23.7	26.6	18.8	147,869	15,866	10,129	3,706	2,310	78,023	3,681
LAFAYETTE–WEST LAFAYETTE	**131.2**	**.0523**	**26.9**	**25.5**	**16.1**	**17.5**	**19.5**	**45.9**	**962,867**	**152,662**	**96,588**	**162,938**	**48,206**	**219,546**	**35,299**
Tippecanoe	131.2	.0523	26.9	25.5	16.1	17.5	19.5	45.9	962,867	152,662	96,588	162,938	48,206	219,546	35,299
● Lafayette	44.0	.0175	32.7	10.9	18.6	20.1	25.7	18.2	694,956	82,288	56,585	123,574	41,352	187,959	23,417
● West Lafayette	26.0	.0104	23.5	48.9	13.9	10.9	14.9	9.2	192,978	53,977	28,879	39,100	1,517	7,526	9,042
SUBURBAN TOTAL	61.2	.0244	25.5	26.0	15.2	18.4	17.1	18.5	74,933	16,397	11,124	264	5,337	24,061	2,840
MUNCIE	**119.3**	**.0475**	**31.6**	**18.5**	**13.7**	**19.2**	**26.3**	**45.0**	**762,831**	**142,919**	**78,594**	**105,299**	**36,129**	**167,620**	**32,816**
Delaware	119.3	.0475	31.6	18.5	13.7	19.2	26.3	45.0	762,831	142,919	78,594	105,299	36,129	167,620	32,816
● Muncie	70.8	.0282	28.5	25.4	13.4	15.9	25.3	27.1	677,717	136,416	72,322	101,395	31,593	141,907	30,453
SUBURBAN TOTAL	48.5	.0193	36.0	8.5	14.0	23.9	27.6	17.9	85,114	6,503	6,272	3,904	4,536	25,713	2,363
SOUTH BEND–MISHAWAKA	**247.7**	**.0987**	**32.9**	**12.1**	**15.7**	**19.9**	**26.8**	**92.6**	**1,892,271**	**338,142**	**176,552**	**292,015**	**117,194**	**427,081**	**81,056**
St. Joseph	247.7	.0987	32.9	12.1	15.7	19.9	26.8	92.6	1,892,271	338,142	176,552	292,015	117,194	427,081	81,056
● Mishawaka	42.7	.0170	32.6	11.1	18.0	19.3	26.4	18.0	752,728	104,867	54,938	166,448	48,931	221,566	29,658
● South Bend	105.8	.0422	33.3	9.7	16.9	18.1	29.1	42.4	872,586	185,519	89,095	104,101	48,309	157,828	44,794
SUBURBAN TOTAL	99.2	.0395	32.5	15.1	13.3	22.0	24.6	37.[illegible]	266,957	47,756	32,519	21,466	19,954	47,687	6,604
TERRE HAUTE	**130.3**	**.0519**	**33.5**	**13.3**	**15.2**	**19.2**	**28.5**	**49.0**	**1,453,481**	**143,879**	**82,460**	**115,717**	**42,305**	**165,359**	**159,012**
Clay	24.7	.0098	35.3	8.4	14.8	19.2	31.3	9.4	114,161	17,667	9,064	3,104	2,010	6,698	21,985
Vigo	105.6	.0421	33.1	14.4	15.3	19.2	27.9	39.6	1,339,320	126,212	73,396	112,613	40,295	158,661	137,027
● Terre Haute	57.2	.0228	31.9	18.0	15.5	16.8	28.4	21.4	1,213,202	119,719	68,157	100,915	38,099	134,991	125,968
SUBURBAN TOTAL	73.1	.0291	34.8	9.6	15.0	21.1	28.6	27.6	240,279	24,160	14,303	14,802	4,206	30,368	33,044
OTHER COUNTIES															
Adams	31.3	.0125	30.6	9.7	14.7	18.7	24.9	10.5	207,067	37,308	16,276	11,397	8,946	87,681	5,379
Bartholomew	63.8	.0254	34.3	9.3	15.9	23.0	25.8	24.2	458,237	88,826	47,960	60,043	28,208	88,835	19,745
Benton	9.4	.0038	34.8	7.6	14.5	19.1	30.6	3.5	40,287	7,572	2,104		455	8,231	503
Blackford	14.0	.0056	35.9	8.6	14.6	20.5	30.7	5.4	58,689	15,663	4,797	2,536	2,039	18,166	3,523
Brown	14.2	.0056	36.6	7.6	14.9	24.0	28.7	5.4	36,685	8,829	6,171	819	376	1,700	2,402
Carroll	18.8	.0075	35.2	8.3	14.9	20.8	29.4	7.1	56,527	13,318	3,875	2,865	420	16,844	2,384
Cass	38.3	.0153	35.2	8.1	15.1	20.5	29.7	14.6	215,083	42,186	18,986	27,028	9,803	48,765	12,755
☐ Clark	87.7	.0350	33.9	9.4	16.7	22.1	25.9	33.3	787,935	111,825	69,100	118,607	31,644	210,977	24,189
Clinton	31.0	.0124	34.2	8.3	15.2	19.7	29.1	11.5	148,350	20,934	15,928	23,863	5,771	28,678	7,498
Crawford	9.9	.0039	34.1	8.9	14.7	20.2	28.5	3.7	32,064	7,761	3,746	340	407	2,348	463
Daviess	27.5	.0110	33.7	8.4	14.4	18.9	29.2	10.0	132,152	25,140	8,643	18,282	3,303	23,683	6,184
☐ Dearborn	39.2	.0156	33.1	8.7	15.5	21.7	25.3	13.8	200,038	40,544	14,351	16,111	5,920	67,269	7,819
Decatur	23.7	.0095	32.6	9.1	15.6	19.5	26.8	8.4	112,686	22,520	9,962	7,290	2,766	34,334	5,985
Dubois	36.9	.0147	32.1	9.2	17.6	19.8	25.1	13.1	312,700	48,146	20,852	44,524	16,669	92,159	9,122
Fayette	25.8	.0103	35.3	9.1	13.8	21.4	29.0	9.9	127,525	28,936	14,763	12,519	3,290	27,890	9,014
☐ Floyd	64.8	.0258	34.1	8.9	15.9	22.3	26.2	24.2	299,418	83,924	25,082	35,815	20,982	46,525	21,203
● New Albany	36.5	.0146	34.5	9.6	16.4	19.2	30.0	14.8	267,341	72,443	22,239	35,770	18,346	43,393	17,665
Fountain	17.7	.0070	36.1	8.4	14.1	19.5	31.9	6.8	79,054	17,803	10,423	2,159	1,696	24,798	3,943
Franklin	19.6	.0079	32.6	8.8	15.1	20.5	25.8	6.6	53,636	14,863	3,595	810	1,584	13,128	1,779
Fulton	18.8	.0075	35.5	7.4	15.1	19.6	31.1	7.3	86,396	24,428	7,878	3,550	2,449	18,024	6,767
Gibson	31.8	.0126	35.2	8.6	15.3	19.8	30.5	12.3	137,793	38,642	11,562	6,982	3,229	36,182	6,288
Grant	73.7	.0294	35.0	11.0	14.0	20.5	29.5	27.5	489,564	83,767	41,445	56,664	16,852	129,951	18,353
Greene	30.4	.0121	36.1	8.3	14.6	20.3	31.2	11.9	127,381	32,404	8,125	22,579	2,134	23,009	4,481
☐ Harrison	30.2	.0121	33.2	8.5	16.0	22.7	24.4	10.7	126,359	29,157	9,171	16,377	2,825	30,943	5,380
Henry	47.9	.0191	36.2	8.8	14.7	21.5	30.2	18.5	262,983	46,001	21,104	22,895	8,821	61,062	9,613
Huntington	35.6	.0141	32.9	9.5	16.1	19.4	27.2	12.9	174,056	33,867	20,472	24,205	4,711	42,372	5,613
Jackson	37.8	.0151	33.6	9.2	16.0	20.3	27.4	14.1	224,097	41,144	18,393	32,739	5,378	56,653	8,548
Jasper	24.9	.0099	32.0	11.0	14.4	20.5	25.1	8.5	120,568	21,215	10,242	3,345	3,186	23,324	7,096
Jay	21.4	.0086	35.1	8.9	14.2	19.9	30.3	8.1	75,800	20,099	7,787	2,630	6,302	17,909	4,437
Jefferson	29.9	.0119	33.8	11.4	15.1	20.9	27.3	10.9	156,691	46,636	13,952	17,606	6,925	26,611	7,761
Jennings	23.8	.0095	33.2	9.6	16.1	21.9	25.3	8.4	81,243	20,687	5,754	3,507	604	21,573	5,419
Knox	39.7	.0158	33.7	14.5	13.8	18.3	29.9	15.1	251,642	50,903	21,457	45,485	9,626	46,551	15,359
Kosciusko	65.8	.0262	32.2	9.4	16.2	20.5	25.0	23.6	391,730	74,131	36,952	36,565	14,854	95,012	15,104
La Grange	29.8	.0119	28.2	10.0	14.6	18.3	21.8	9.3	104,257	19,769	10,016	3,992	5,762	19,770	3,546
La Porte	107.0	.0426	34.2	9.3	16.5	21.8	26.9	38.5	625,710	124,150	51,705	77,764	30,741	144,627	33,023
Lawrence	42.9	.0171	35.4	9.0	14.8	21.3	29.3	16.3	225,569	54,250	18,958	39,420	9,781	46,232	10,386
Marshall	42.5	.0170	33.3	8.4	15.6	20.5	26.9	15.3	241,952	41,014	23,781	14,780	3,901	84,050	11,293
Martin	10.4	.0041	34.3	8.9	15.0	20.6	28.3	3.8	44,248	11,871	3,361	526	2,350	10,085	1,725
Miami	36.7	.0147	31.6	10.4	16.5	20.1	24.3	13.4	155,054	30,042	11,988	9,805	6,803	41,796	7,732
Montgomery	34.4	.0137	34.1	10.2	15.9	19.7	28.9	13.2	219,437	52,501	18,071	21,693	5,987	52,936	7,619
Newton	13.5	.0054	33.7	7.8	15.0	21.0	27.1	4.8	40,655	9,637	3,099	710	471	4,367	3,080
Noble	38.1	.0152	31.9	9.4	16.0	20.4	24.7	13.5	186,805	41,776	14,587	12,641	2,920	61,855	9,400
Ohio	5.4	.0021	34.2	8.6	16.4	20.3	28.4	2.0	11,728	3,683	2,026	117	73	1,113	412

METRO & COUNTY TOTALS

IND. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Orange	18.4	.0074	34.8	8.4	14.9	20.2	29.5	6.9
Owen	17.5	.0069	34.8	8.5	14.8	21.0	28.7	6.5
Parke	15.3	.0061	36.5	8.4	14.2	20.5	31.6	5.8
Perry	19.1	.0076	33.6	9.7	16.5	19.5	28.1	6.8
Pike	12.4	.0050	36.4	8.3	15.0	20.7	31.4	4.9
Pulaski	12.6	.0050	33.9	8.2	14.7	18.9	29.4	4.7
Putnam	30.4	.0121	32.1	15.8	15.1	19.0	26.7	10.0
Randolph	26.9	.0107	35.7	8.7	14.2	20.4	30.6	10.4
Ripley	24.7	.0099	33.1	9.0	15.1	20.0	27.2	8.8
Rush	18.0	.0072	33.7	9.0	14.8	19.3	28.8	6.5
Scott	21.1	.0084	32.8	9.8	15.6	20.9	25.7	7.6
Spencer	19.5	.0078	33.8	8.4	16.2	20.9	27.0	7.0
Starke	22.9	.0091	33.4	9.0	15.2	18.9	28.7	8.2
Steuben	27.8	.0111	33.4	10.7	15.3	20.8	26.8	10.3
Sullivan	18.9	.0075	37.0	8.0	13.5	20.8	32.1	7.3
Switzerland	7.8	.0031	35.4	7.9	14.3	20.3	30.3	2.9
Union	7.0	.0028	33.8	8.8	14.8	20.7	27.5	2.6
Vermillion	16.7	.0067	36.6	8.4	14.2	21.0	31.4	6.6
Wabash	35.1	.0140	33.8	10.7	14.4	19.7	28.7	12.6
Warren	8.2	.0032	36.2	8.2	13.8	21.3	30.5	3.0
Washington	23.9	.0095	33.4	9.2	15.8	20.4	27.0	8.7
Wayne	71.8	.0286	35.0	10.0	14.6	20.0	30.0	27.5
Wells	26.1	.0105	33.1	8.3	16.2	20.4	26.5	9.5
White	23.3	.0092	35.2	7.6	14.8	20.3	30.1	8.9
TOTAL METRO COUNTIES	**3,807.2**	**1.5181**	**32.4**	**11.3**	**16.9**	**20.8**	**24.8**	**1,425.9**
TOTAL STATE	**5,556.7**	**2.2155**	**32.9**	**10.7**	**16.3**	**20.7**	**25.8**	**2,069.8**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Orange	66,503	25,571	4,532	3,645	943	12,760	3,075
Owen	51,511	13,666	4,340	1,473	4,515	8,003	4,006
Parke	62,457	11,400	4,190	519	258	24,725	2,339
Perry	79,615	24,863	5,020	5,748	1,978	20,139	4,770
Pike	28,531	9,532	1,509	162	311	4,562	2,533
Pulaski	51,258	9,458	3,208	168	746	17,442	3,525
Putnam	124,568	23,661	9,316	21,328	4,921	20,174	4,716
Randolph	99,253	24,709	10,156	5,401	7,383	22,224	6,044
Ripley	127,873	40,720	10,275	11,572	4,819	20,353	5,757
Rush	69,161	14,712	5,070	6,096	3,292	21,737	4,344
Scott	99,127	25,868	10,707	3,415	1,992	23,175	4,714
Spencer	66,364	15,256	2,570	821	619	16,787	2,437
Starke	96,774	21,137	5,206	8,211	2,388	20,242	3,746
Steuben	178,570	30,443	20,517	10,551	7,871	39,216	5,190
Sullivan	98,393	7,230	4,141	8,637	969	12,516	3,583
Switzerland	11,815	6,032	858	63	225	258	1,304
Union	22,971	5,997	1,256	153	305	5,062	785
Vermillion	85,006	17,288	5,504	1,162	770	20,341	2,260
Wabash	192,158	41,866	15,403	22,619	7,676	40,272	10,258
Warren	8,228	2,829	1,057		122	408	111
Washington	96,271	19,478	6,659	10,501	1,887	34,324	4,090
Wayne	519,431	90,187	49,347	86,526	19,200	122,912	16,210
Wells	116,772	37,823	11,465	5,007	4,916	23,932	4,610
White	121,858	30,119	12,665	16,268	2,737	29,044	4,268
TOTAL METRO COUNTIES	**28,593,437**	**4,620,133**	**2,702,501**	**3,763,480**	**1,370,450**	**6,348,217**	**1,245,477**
TOTAL STATE	**37,574,006**	**6,492,400**	**3,478,268**	**4,668,201**	**1,690,886**	**8,491,129**	**1,643,886**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ANDERSON	**1,573,359**	**25,817**	**21.2**	**29.1**	**18.7**	**14.0**	**.0469**
Madison	1,573,359	25,817	21.2	29.1	18.7	14.0	.0469
• Anderson	700,106	22,740	23.7	29.5	15.5	11.3	.0246
SUBURBAN TOTAL	873,253	28,929	18.6	28.8	21.8	16.6	.0223
BLOOMINGTON	**1,331,221**	**22,458**	**24.3**	**24.7**	**14.2**	**16.0**	**.0393**
Monroe	1,331,221	22,458	24.3	24.7	14.2	16.0	.0393
• Bloomington	691,088	17,668	27.5	20.2	10.0	14.7	.0253
SUBURBAN TOTAL	640,133	27,917	20.5	29.9	19.0	17.6	.0140

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ELKHART–GOSHEN	**1,884,166**	**25,692**	**22.8**	**32.2**	**17.7**	**13.5**	**.0595**
Elkhart	1,884,166	25,692	22.8	32.2	17.7	13.5	.0595
• Elkhart	528,345	22,273	25.5	29.9	14.1	11.2	.0227
• Goshen	271,417	22,562	28.4	31.2	16.4	9.3	.0095
SUBURBAN TOTAL	1,084,404	28,540	19.7	33.6	20.2	16.1	.0273
EVANSVILLE	**3,640,992**	**26,033**	**21.1**	**27.6**	**18.5**	**15.4**	**.1080**
Posey	307,978	27,539	19.6	28.7	21.9	13.2	.0078
Vanderburgh	2,269,894	25,453	21.7	26.7	16.9	16.8	.0702

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Now Ranked 74th* In America In Retail Sales Per Household • Reach It's Rich-Potential ONLY With

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*Source S&MM Survey of Buying Power August 90.

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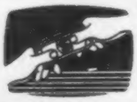
EFFECTIVE BUYING INCOME



S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Evansville	1,663,176	23,167	23.8	26.9	15.7	13.7	.0574
Warrick	513,594	28,038	19.1	29.4	23.6	12.1	.0134
Henderson, Ky.	*549,526*	*25,413*	*21.5*	*28.5*	*18.4*	*13.9*	*.0166*
• Henderson	*336,688*	*23,569*	*23.0*	*27.0*	*16.8*	*13.2*	*.0121*
SUBURBAN TOTAL	1,641,128	29,855	17.6	28.2	22.3	17.9	.0385
FORT WAYNE	**4,818,583**	**28,353**	**20.4**	**28.9**	**20.5**	**16.9**	**.1450**
Allen	4,081,041	28,635	20.1	28.4	20.6	17.7	.1241
• Fort Wayne	2,205,910	24,099	24.0	29.1	17.2	12.8	.0806
De Kalb	429,026	28,230	20.4	31.4	20.5	14.8	.0122
Whitley	308,516	25,825	23.1	32.3	20.1	10.4	.0087
SUBURBAN TOTAL	2,612,673	32,636	16.5	29.1	24.0	21.0	.0644
GARY–HAMMOND	**7,233,552**	**28,649**	**16.9**	**29.2**	**22.0**	**15.0**	**.2126**
Lake	5,478,998	27,494	17.2	29.5	20.6	14.0	.1663
• East Chicago	328,515	22,351	17.3	27.2	15.6	11.1	.0091
• Gary	1,095,439	21,989	18.5	27.2	16.1	10.1	.0302
• Hammond	961,888	25,688	20.1	31.4	19.3	10.7	.0277
Porter	1,754,554	33,371	15.7	27.7	27.3	19.1	.0463
SUBURBAN TOTAL	4,847,710	31,698	15.6	29.3	25.1	18.0	.1456
INDIANAPOLIS	**17,613,378**	**28,910**	**19.2**	**27.4**	**19.5**	**19.7**	**.5239**
Boone	505,144	27,818	19.5	28.7	19.3	17.8	.0136
Hamilton	1,793,456	36,296	14.5	24.3	22.0	30.3	.0452
Hancock	594,365	32,048	17.2	27.0	25.0	19.5	.0156
Hendricks	1,018,147	33,176	15.9	27.6	25.8	20.6	.0261
Johnson	1,186,943	31,064	17.3	28.0	23.4	19.2	.0353
Marion	11,378,928	27,448	20.3	27.3	17.9	19.0	.3564
• Indianapolis	10,313,014	27,262	20.3	27.0	17.9	18.9	.3306
Morgan	667,600	28,801	18.7	29.3	21.8	15.3	.0187
Shelby	468,795	25,907	21.8	31.9	19.1	11.9	.0130
SUBURBAN TOTAL	7,300,364	31,233	17.6	27.8	22.1	20.8	.1933
KOKOMO	**1,300,615**	**28,282**	**19.2**	**27.4**	**18.5**	**19.6**	**.0393**
Howard	1,114,615	29,004	18.4	26.9	18.8	20.9	.0336
• Kokomo	586,635	24,673	21.0	26.9	16.5	15.8	.0226
Tipton	186,000	25,102	23.6	30.0	16.9	13.0	.0057
SUBURBAN TOTAL	713,980	31,705	17.6	27.7	20.5	23.5	.0167
LAFAYETTE–WEST LAFAYETTE	**1,629,803**	**25,301**	**23.3**	**27.6**	**16.8**	**16.6**	**.0498**
Tippecanoe	1,629,803	25,301	23.3	27.6	16.8	16.6	.0498
• Lafayette	576,176	24,732	23.3	29.9	17.1	13.0	.0233
• West Lafayette	345,138	21,598	26.6	20.6	12.3	20.6	.0102
SUBURBAN TOTAL	708,489	27,407	21.9	20.4	18.8	18.2	.0163
MUNCIE	**1,385,075**	**23,632**	**22.9**	**28.1**	**17.1**	**12.0**	**.0419**
Delaware	1,385,075	23,632	22.9	28.1	17.1	12.0	.0419
• Muncie	762,459	19,635	26.6	26.4	13.1	9.6	.0278
SUBURBAN TOTAL	622,616	29,973	17.5	30.5	23.1	15.7	.0141
SOUTH BEND–MISHAWAKA	**3,120,679**	**26,366**	**21.7**	**29.2**	**18.4**	**15.0**	**.0957**
St. Joseph	3,120,679	26,366	21.7	29.2	18.4	15.0	.0957
• Mishawaka	524,862	23,475	24.8	31.4	16.7	9.5	.0234
• South Bend	1,299,475	23,445	24.0	28.8	16.0	12.3	.0415
SUBURBAN TOTAL	1,296,342	32,132	16.9	28.5	22.4	21.5	.0308
TERRE HAUTE	**1,558,219**	**23,765**	**24.2**	**28.1**	**15.8**	**12.9**	**.0568**
Clay	274,946	23,317	23.9	28.8	17.1	11.0	.0078
Vigo	1,283,273	23,873	24.2	27.9	15.5	14.6	.0490
• Terre Haute	609,172	20,379	27.2	27.8	12.6	10.6	.0334
SUBURBAN TOTAL	949,047	26,684	21.8	28.2	18.4	16.5	.0234
OTHER COUNTIES							
Adams	334,846	26,130	21.8	31.1	17.7	13.8	.0107
Bartholomew	966,660	31,652	15.9	26.7	20.4	23.7	.0265
Benton	102,973	23,059	25.3	31.7	14.7	10.9	.0029
Blackford	152,546	23,066	24.1	28.9	18.2	8.9	.0044
Brown	147,647	21,907	27.4	30.9	15.4	8.2	.0038
Carroll	226,518	25,678	23.3	32.1	18.5	12.3	.0057
Cass	421,926	23,325	24.9	31.1	17.9	8.6	.0127

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
☐ Clark	960,810	23,810	23.6	32.6	16.9	9.3	.0338
Clinton	371,261	24,688	23.8	29.2	17.6	13.2	.0102
Crawford	85,395	17,132	28.7	24.3	11.7	6.4	.0026
Daviess	295,627	21,911	26.2	27.3	13.8	12.8	.0086
☐ Dearborn	434,427	26,296	20.3	30.3	19.1	13.0	.0126
Decatur	243,223	23,077	24.6	31.9	15.3	10.3	.0073
Dubois	409,190	24,436	23.1	32.0	17.3	10.4	.0139
Fayette	293,440	23,449	23.8	31.8	16.6	10.7	.0084
☐ Floyd	787,275	26,104	20.7	29.3	18.8	14.6	.0213
• New Albany	436,452	23,091	23.3	29.3	15.9	11.5	.0136
Fountain	178,318	21,006	26.6	30.7	14.9	6.9	.0052
Franklin	204,253	23,865	23.8	30.6	15.6	13.3	.0055
Fulton	206,568	22,345	26.6	31.5	14.2	9.8	.0058
Gibson	376,879	24,041	22.8	27.0	17.8	12.8	.0102
Grant	865,146	24,941	21.8	29.1	18.1	13.2	.0264
Greene	327,157	20,483	26.2	25.6	16.1	9.4	.0091
☐ Harrison	315,896	23,996	23.4	32.7	16.6	10.3	.0090
Henry	544,559	23,657	24.0	30.0	16.9	11.0	.0160
Huntington	401,079	24,733	25.0	32.2	17.1	11.3	.0115
Jackson	418,250	24,025	23.1	29.3	18.6	10.4	.0127
Jasper	274,809	25,851	22.1	33.0	17.3	12.4	.0079
Jay	192,943	18,891	30.1	30.5	11.0	5.5	.0058
Jefferson	353,433	24,000	25.0	27.5	16.7	14.6	.0100
Jennings	224,097	21,140	26.2	31.3	14.3	7.1	.0064
Knox	381,966	18,209	27.3	26.8	11.4	7.4	.0129
Kosciusko	831,384	27,379	21.0	29.8	19.4	16.9	.0236
La Grange	259,783	21,410	28.4	31.2	13.7	8.6	.0078
La Porte	1,230,323	25,946	21.7	29.8	19.9	12.5	.0364
Lawrence	436,172	20,654	26.7	28.5	15.1	8.1	.0134
Marshall	467,937	23,826	24.8	29.6	17.7	11.1	.0141
Martin	112,296	23,622	24.1	27.6	18.2	11.9	.0032
Miami	376,858	21,866	28.3	30.4	16.2	7.9	.0109
Montgomery	400,505	24,088	25.9	30.7	17.6	11.1	.0122
Newton	137,870	24,065	21.9	32.6	16.3	9.6	.0038
Noble	395,233	23,808	25.3	31.7	18.3	9.1	.0117
Ohio	59,893	23,500	21.8	25.9	17.3	13.1	.0015
Orange	166,436	18,439	28.5	29.2	10.2	6.3	.0049
Owen	171,263	20,519	25.7	29.3	14.0	8.0	.0047
Parke	150,795	20,348	25.9	29.5	14.1	7.2	.0043
Perry	176,084	20,500	25.5	29.9	15.2	6.0	.0056
Pike	141,681	22,097	25.0	26.4	16.5	11.5	.0034
Pulaski	137,832	22,078	26.9	28.8	14.0	12.1	.0038
Putnam	317,971	24,842	22.9	28.5	18.8	11.9	.0091
Randolph	236,642	20,964	27.0	32.3	14.3	5.9	.0075
Ripley	263,170	23,362	23.4	30.0	15.9	11.7	.0078
Rush	194,844	22,298	26.2	30.1	16.0	9.5	.0054
Scott	205,651	21,629	27.3	31.2	14.5	8.1	.0062
Spencer	212,670	24,089	23.0	28.0	17.4	12.3	.0057
Starke	202,130	19,782	26.3	30.8	13.0	5.7	.0063
Steuben	295,430	22,171	25.8	31.4	15.1	8.9	.0095
Sullivan	165,161	17,310	31.1	27.9	11.2	4.1	.0054
Switzerland	69,246	18,296	28.1	28.3	11.2	6.2	.0018
Union	75,179	22,677	25.9	29.7	15.8	11.0	.0019
Vermillion	194,626	23,108	25.6	26.9	16.9	12.1	.0055
Wabash	386,874	23,459	25.9	31.5	16.6	10.4	.0115
Warren	104,327	28,356	17.8	29.9	19.5	17.6	.0023
Washington	224,124	20,000	27.9	30.4	12.2	7.5	.0067
Wayne	792,958	22,597	24.7	30.3	15.4	10.1	.0258
Wells	286,599	24,328	24.9	32.0	17.9	10.3	.0081
White	260,806	23,887	24.4	32.3	17.0	9.8	.0076
TOTAL METRO COUNTIES	**49,038,524**	**27,339**	**20.2**	**28.3**	**19.2**	**16.6**	**1.4788**
TOTAL STATE	**68,199,986**	**25,982**	**21.5**	**28.9**	**18.4**	**14.8**	**2.0413**

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METRO & COUNTY TOTALS

Iowa

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
CEDAR RAPIDS	**169.3**	**.0675**	**33.2**	**10.8**	**17.0**	**21.5**	**25.4**	**65.7**	**1,436,940**	**268,758**	**144,828**	**223,533**	**63,652**	**323,850**	**51,381**
Linn	169.3	.0675	33.2	10.8	17.0	21.5	25.4	65.7	1,436,940	268,758	144,828	223,533	63,652	323,850	51,381
• Cedar Rapids	109.1	.0435	33.3	11.2	17.5	20.8	26.3	43.8	1,172,923	216,914	123,959	217,348	43,082	238,244	44,295
SUBURBAN TOTAL	60.2	.0240	33.0	10.0	16.0	22.8	24.0	21.9	264,017	51,844	20,869	6,185	20,570	85,606	7,086
DAVENPORT–ROCK ISLAND–MOLINE	**348.4**	**.1388**	**33.9**	**9.3**	**15.4**	**21.1**	**27.2**	**135.2**	**2,712,385**	**515,437**	**269,911**	**360,805**	**121,015**	**612,691**	**121,917**
Scott	150.4	.0599	32.4	9.6	16.4	21.6	24.2	57.2	1,301,916	255,070	122,281	179,792	59,627	283,030	47,870
• Davenport	95.0	.0379	31.8	10.7	17.4	19.6	24.9	37.1	950,304	177,972	88,128	132,842	52,141	233,344	36,641
Henry, Ill.	*50.7*	*.0202*	*36.1*	*7.7*	*13.6*	*21.0*	*30.6*	*19.3*	*295,012*	*53,733*	*26,275*	*36,939*	*12,326*	*77,768*	*11,218*
Rock Island, Ill.	*147.3*	*.0587*	*34.9*	*9.4*	*15.0*	*20.6*	*29.3*	*58.7*	*1,115,457*	*206,634*	*121,355*	*144,074*	*49,062*	*251,893*	*62,829*
• *Moline*	*42.8*	*.0171*	*35.6*	*8.5*	*15.6*	*20.6*	*30.2*	*18.1*	*542,203*	*71,414*	*61,582*	*109,849*	*39,872*	*103,466*	*22,374*
• *Rock Island*	*40.2*	*.0160*	*34.4*	*12.3*	*13.7*	*18.3*	*30.9*	*16.1*	*212,088*	*42,051*	*24,981*	*20,080*	*4,820*	*48,355*	*14,179*
SUBURBAN TOTAL	170.4	.0678	34.8	8.0	14.7	22.7	27.0	63.9	1,007,790	224,000	95,220	96,034	24,182	227,526	48,723
DES MOINES	**396.0**	**.1579**	**32.7**	**10.5**	**18.0**	**21.5**	**24.3**	**154.4**	**3,466,624**	**724,901**	**325,756**	**468,229**	**146,987**	**768,253**	**102,583**
Dallas	29.9	.0119	34.6	6.9	15.8	21.7	27.7	11.3	135,694	34,994	6,240	9,148	4,195	41,027	3,107
Polk	329.9	.1315	32.5	10.8	18.6	21.4	24.0	130.4	3,140,112	641,110	309,361	454,738	141,895	642,778	95,663
• Des Moines	194.8	.0777	32.4	11.7	18.7	19.6	25.6	79.1	2,019,011	425,646	211,332	286,358	103,204	405,474	60,449
Warren	36.2	.0145	32.8	10.0	15.0	22.7	23.9	12.7	190,818	48,797	10,155	4,343	897	84,448	3,813
SUBURBAN TOTAL	201.2	.0802	32.9	9.3	17.2	23.4	23.0	75.3	1,447,613	299,255	114,424	181,871	43,783	362,779	42,134
DUBUQUE	**86.2**	**.0343**	**33.1**	**10.5**	**15.1**	**19.8**	**27.3**	**30.7**	**702,124**	**137,969**	**68,809**	**137,563**	**27,255**	**146,359**	**26,487**
Dubuque	86.2	.0343	33.1	10.5	15.1	19.8	27.3	30.7	702,124	137,969	68,809	137,563	27,255	146,359	26,487
• Dubuque	57.4	.0229	34.1	11.4	14.9	19.2	29.5	21.4	618,739	120,551	62,637	128,089	23,385	115,348	24,568
SUBURBAN TOTAL	28.8	.0114	31.2	8.8	15.0	21.0	23.3	9.3	83,385	17,418	6,172	9,474	3,870	31,011	1,919
IOWA CITY	**96.9**	**.0387**	**27.5**	**24.5**	**20.1**	**19.0**	**15.9**	**36.4**	**682,260**	**167,322**	**84,885**	**89,216**	**34,635**	**116,003**	**25,414**
Johnson	96.9	.0387	27.5	24.5	20.1	19.0	15.9	36.4	682,260	167,322	84,885	89,216	34,635	116,003	25,414
• Iowa City	60.2	0240	24.9	33.4	19.3	16.6	13.5	22.1	508,486	129,686	65,894	74,561	26,615	74,499	21,704
SUBURBAN TOTAL	36.7	.0147	31.7	10.0	21.3	22.9	20.0	14.3	173,774	37,636	18,991	14,655	8,020	41,504	3,710

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POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
SIOUX CITY	**115.0**	**.0459**	**32.7**	**9.4**	**15.5**	**19.4**	**27.1**	**42.9**	**880,560**	**194,596**	**82,370**	**141,298**	**26,868**	**156,020**	**26,074**
Woodbury	98.3	.0392	33.0	9.5	15.3	19.3	27.6	36.9	811,418	172,934	70,522	140,258	23,255	143,684	23,893
• Sioux City	80.5	.0321	32.6	10.1	15.8	18.9	27.4	30.5	771,647	166,563	62,461	132,184	23,216	140,111	23,494
Dakota, Neb.	*16.7*	*.0067*	*31.3*	*8.9*	*16.8*	*20.0*	*23.7*	*6.0*	*69,142*	*21,662*	*11,848*	*1,040*	*3,613*	*12,336*	*2,181*
SUBURBAN TOTAL	34.5	.0138	32.9	7.7	15.1	20.5	26.3	12.4	108,913	28,033	19,909	9,114	3,652	15,909	2,580
WATERLOO–CEDAR FALLS	**145.4**	**.0580**	**33.2**	**13.2**	**13.7**	**20.1**	**27.4**	**54.8**	**1,041,812**	**190,879**	**93,094**	**168,181**	**26,626**	**283,586**	**37,113**
Black Hawk	122.8	.0490	32.8	13.6	13.9	20.1	26.8	46.5	934,447	167,407	84,273	157,026	24,172	258,784	33,509
• Cedar Falls	34.0	.0136	26.8	26.7	11.9	18.2	22.0	11.6	325,090	36,021	30,705	44,557	7,733	130,096	9,941
• Waterloo	65.9	.0263	34.8	8.9	14.8	20.2	29.5	26.8	555,002	113,752	49,907	111,338	15,534	109,956	22,787
Bremer	22.6	.0090	35.4	11.4	12.6	20.0	30.5	8.3	107,365	23,472	8,821	11,155	2,454	24,802	3,604
SUBURBAN TOTAL	45.5	.0181	34.7	9.4	13.6	21.4	28.2	16.4	161,720	41,106	12,482	12,286	3,359	43,534	4,385
OTHER COUNTIES															
Adair	8.3	.0033	39.7	6.1	13.1	17.0	38.6	3.4	32,996	9,708	4,459	1,703	218	4,176	1,332
Adams	4.8	.0020	40.2	5.6	13.3	18.3	38.2	2.0	17,022	3,021	1,109	107	384	3,976	130
Allamakee	13.8	.0055	36.8	6.6	13.7	18.4	34.0	5.2	74,782	21,521	5,339	3,421	1,337	17,385	1,718
Appanoose	13.7	.0054	38.1	7.4	13.3	18.1	35.8	5.6	75,981	26,652	4,324	6,931	1,421	14,688	1,549
Audubon	7.2	.0029	40.8	5.5	11.9	17.3	39.7	2.9	35,536	6,693	1,940	247	1,719	15,123	226
Benton	22.4	.0089	34.8	7.3	15.2	19.2	30.4	8.5	89,081	19,232	6,359	2,367	2,548	22,914	2,573
Boone	25.1	.0100	36.9	7.5	15.0	20.6	32.3	9.8	130,523	36,219	10,567	6,360	5,372	34,486	4,588
Buchanan	20.8	.0083	33.4	7.2	14.1	19.0	28.8	7.5	102,967	16,739	5,619	13,565	1,035	28,134	3,402
Buena Vista	19.9	.0079	33.9	11.2	14.2	17.2	31.2	7.5	130,097	30,966	11,160	14,639	3,272	22,046	3,550
Butler	15.6	.0062	38.2	6.3	12.8	19.3	35.1	6.0	44,686	6,776	2,809	1,671	707	8,494	1,720
Calhoun	11.4	.0046	40.5	5.1	12.5	18.1	39.0	4.6	43,701	8,522	2,142	1,337	1,106	20,213	1,594
Carroll	21.3	.0085	34.2	7.0	14.3	17.5	31.4	7.9	156,533	43,790	8,145	16,261	5,208	38,512	2,912
Cass	15.0	.0060	38.7	5.9	13.5	18.7	36.2	6.1	112,559	18,924	8,498	11,794	2,591	29,777	5,443
Cedar	17.3	.0069	36.3	6.7	14.6	20.9	31.0	6.7	87,637	23,839	4,234	8,268	1,653	25,105	955
Cerro Gordo	46.6	.0185	35.5	8.7	15.6	19.4	31.4	19.0	458,041	88,998	41,088	91,902	12,604	86,899	8,009
Cherokee	13.9	.0056	37.5	5.9	13.3	19.3	34.2	5.4	87,697	19,740	5,735	9,504	2,225	23,380	3,480
Chickasaw	13.1	.0052	35.9	6.3	14.2	19.0	32.3	5.0	52,956	16,782	5,100	1,625	1,695	13,566	1,731
Clarke	8.3	.0033	37.0	6.8	14.1	19.1	33.6	3.3	55,294	14,061	3,346	4,949	709	10,073	698
Clay	17.4	.0070	35.2	7.3	14.9	19.8	30.5	7.0	134,147	28,928	7,308	22,086	5,702	32,275	3,732
Clayton	18.9	.0075	36.1	6.5	14.0	18.5	32.9	7.2	78,646	12,535	5,882	860	902	30,798	2,531
Clinton	50.7	.0202	35.2	7.9	14.9	20.0	30.3	19.6	350,924	80,565	33,205	38,991	12,503	97,426	14,704
Crawford	16.7	.0067	35.5	7.5	14.0	19.0	31.7	6.4	80,582	14,198	9,429	3,367	885	14,332	3,250
Davis	8.2	.0032	36.4	7.3	13.5	18.5	33.3	3.1	28,904	6,187	1,374	342	364	11,246	1,398
Decatur	8.2	.0033	35.8	13.6	12.0	16.5	34.4	3.1	23,775	7,016	1,564	177	877	2,330	1,087
Delaware	18.0	.0072	32.6	7.3	15.5	17.8	28.5	6.4	68,484	14,289	7,224	6,188	1,055	18,619	2,628
Des Moines	42.5	.0169	36.1	8.2	14.3	21.3	30.3	16.8	331,902	70,629	35,280	70,621	11,858	52,892	11,463
Dickinson	14.9	.0060	40.2	5.8	12.7	20.8	37.1	6.2	129,208	27,659	12,241	6,694	2,350	45,335	3,142
Emmet	11.5	.0046	36.4	9.0	12.4	18.2	33.6	4.4	66,230	17,166	4,940	5,414	1,196	18,622	2,313
Fayette	21.6	.0086	36.7	7.8	13.5	18.3	33.8	8.4	122,085	34,366	6,374	10,641	3,354	32,780	4,202
Floyd	16.9	.0068	38.3	7.2	12.4	19.4	34.9	6.7	85,956	22,376	7,260	11,366	1,664	17,553	2,161
Franklin	11.2	.0044	38.5	6.1	13.2	19.4	35.4	4.5	35,714	6,474	2,720	1,807	876	5,051	1,568
Fremont	8.2	.0033	39.1	6.1	12.1	19.2	36.4	3.2	25,282	14,818	873	83	112	480	1,438
Greene	9.9	.0040	39.9	6.0	12.7	18.1	38.4	4.1	56,824	13,240	2,126	2,268	248	27,942	1,505
Grundy	11.9	.0047	39.1	5.6	13.0	20.1	35.6	4.7	37,905	10,996	3,636		1,645	9,024	1,815
Guthrie	10.8	.0043	40.2	5.9	12.2	19.0	38.0	4.4	33,331	5,138	3,148	573	1,017	5,216	1,737

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With 57% of the Quad Cities population in Illinois, you are missing potential sales because the Quad City Times misses 8 out of 10 homes on the Illinois side of the river, and The Leader gives you 88% coverage in Scott County, Iowa.

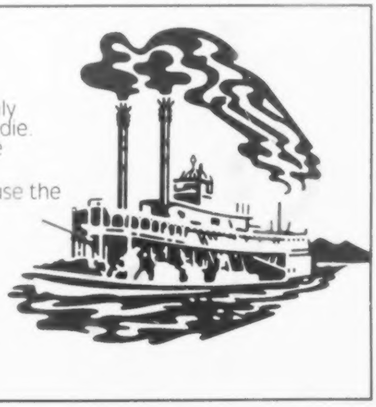
So be sure to have the best odds when you place your newspaper advertising.

SCHEDULE THE QUAD CITY METRO UNIT

THE DAILY DISPATCH · THE ROCK ISLAND ARGUS · THE LEADER

MOLINE/ROCK ISLAND, ILLINOIS

DAVENPORT/BETTENDORF, IOWA



Circle No. 169 on Reader Service Card

METRO & COUNTY TOTALS

IOWA (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Hamilton	15.9	.0064	37.3	6.7	14.5	19.2	34.1	6.3	92,383	21,500	5,221	6,550	1,717	18,851	3,018
Hancock	12.6	.0050	35.6	6.3	14.5	18.9	32.0	4.9	39,999	9,925	3,201	376	2,329	10,193	1,927
Hardin	18.8	.0075	38.3	7.6	12.9	18.2	36.1	7.5	100,528	29,042	6,560	9,556	881	25,878	3,077
Harrison	14.7	.0058	36.8	6.8	14.0	18.2	34.0	5.6	83,727	6,934	5,570	184	909	38,656	2,336
Henry	19.2	.0077	34.8	9.7	15.3	20.5	29.2	7.1	108,051	26,007	9,050	16,647	2,274	27,215	3,667
Howard	9.7	.0039	38.1	5.9	13.6	17.0	36.6	3.8	37,023	12,505	2,820	2,154	147	6,267	31
Humboldt	10.6	.0042	39.1	5.9	13.3	18.4	36.8	4.3	52,099	17,858	4,403	6,549	888	8,568	2,951
Ida	8.3	.0033	37.2	5.6	13.5	18.1	34.8	3.2	44,829	10,195	2,789	3,481	149	12,779	2,023
Iowa	14.5	.0058	36.8	6.6	15.3	18.6	33.7	5.7	100,097	23,252	18,357	1,403	4,640	10,852	1,667
Jackson	19.8	.0079	35.2	7.6	14.1	18.8	31.4	7.5	104,700	27,796	9,020	5,583	1,527	31,655	3,979
Jasper	34.8	.0138	36.3	7.5	14.9	20.5	31.3	13.6	197,300	47,918	16,565	21,002	4,356	43,730	6,544
Jefferson	16.3	.0065	37.0	7.0	14.3	27.4	26.7	6.3	105,377	25,567	6,122	18,143	2,415	23,056	1,356
Jones	19.4	.0077	34.7	8.8	15.8	19.9	29.7	6.9	83,726	17,577	5,030	14,068	1,853	18,219	1,947
Keokuk	11.5	.0046	37.7	6.4	14.0	17.7	35.8	4.5	43,971	8,894	2,970	1,078	413	13,320	1,374
Kossuth	18.4	.0073	36.9	5.6	13.7	18.0	34.5	7.1	96,690	22,597	9,411	9,128	1,793	25,747	2,646
Lee	38.4	.0153	36.0	7.7	14.8	20.7	30.9	14.8	267,828	72,146	17,860	34,086	7,620	79,077	9,672
Louisa	11.6	.0047	34.4	8.4	15.2	20.1	28.9	4.3	37,920	6,586	3,289	685	1,073	10,920	1,071
Lucas	9.0	.0036	39.3	6.9	12.7	19.0	36.7	3.7	33,052	15,169	3,739	1,138	522	3,929	1,274
Lyon	11.9	.0047	34.9	6.8	13.0	[illegible]	[illegible]	4.3	37,698	6,310	3,447	499	2,343	8,773	710
Madison	12.5	.0050	36.5	6.8	13.3	[illegible]	31.7	4.7	63,426	13,486	7,061	807	299	11,704	3,598
Mahaska	21.5	.0086	34.9	9.3	14.6	18.9	30.9	8.3	131,968	37,749	11,914	16,725	4,782	16,655	3,287
Marion	30.1	.0120	34.3	11.2	14.0	19.3	29.7	10.9	149,873	35,374	12,286	16,989	3,484	28,162	5,044
Marshall	38.0	.0151	36.9	7.9	14.1	21.1	31.7	14.8	258,113	62,111	22,571	43,684	9,281	45,142	10,113
Mills	13.2	.0053	35.2	7.2	14.9	22.7	27.5	4.7	49,953	14,064	3,774	179	203	11,881	1,532
Mitchell	10.9	.0043	38.7	6.4	12.9	17.4	37.1	4.2	45,944	11,873	5,571	736	1,433	12,333	1,373
Monona	9.9	.0040	41.3	5.5	12.2	18.0	39.8	4.0	49,382	9,121	4,215	793	880	15,417	4,051
Monroe	8.1	.0032	38.0	7.1	13.4	18.3	35.6	3.2	38,453	12,166	1,163	2,054	197	13,657	1,733
Montgomery	12.0	.0048	38.9	6.6	13.3	19.1	36.3	4.9	68,831	19,327	5,339	10,152	436	13,602	3,386
Muscatine	39.9	.0159	33.1	8.8	16.0	20.7	26.4	14.8	241,125	57,201	22,622	34,075	6,727	60,462	9,159
O'Brien	15.3	.0061	37.4	6.6	13.6	17.3	35.7	5.9	102,426	24,628	8,022	3,340	1,736	25,985	4,713
Osceola	7.2	.0029	36.3	6.9	14.1	17.2	34.4	2.8	22,708	4,727	1,596	1,194	670	5,727	1,447
Page	16.7	.0066	38.6	6.9	13.1	19.2	35.7	6.6	114,562	17,466	6,936	15,199	2,008	30,224	4,521
Palo Alto	10.5	.0042	37.8	7.2	12.6	16.6	36.7	4.1	49,394	16,717	2,861	1,603	664	10,132	2,127
Plymouth	23.4	.0093	34.1	8.4	13.6	18.5	30.3	8.4	134,411	27,583	12,419	9,568	1,733	40,752	2,936
Pocahontas	9.4	.0038	39.6	4.9	13.2	18.1	37.7	3.8	56,108	39,286	2,925	1,711	1,116	4,036	855
☐ Pottawattamie	82.6	.0329	33.6	8.8	16.1	19.9	27.8	31.3	633,014	83,096	54,324	67,311	9,545	237,151	27,757
• Council Bluffs	54.3	.0216	32.7	9.6	17.2	18.3	27.7	21.1	509,543	74,991	45,384	64,238	9,138	171,058	25,057
Poweshiek	19.1	.0077	34.6	12.2	13.6	18.9	30.6	7.2	112,612	27,967	7,764	15,751	2,712	29,361	2,753
Ringgold	5.4	.0021	42.2	5.4	11.6	17.5	41.4	2.2	28,019	3,946	1,898	235	441	7,070	136
Sac	12.2	.0049	38.6	5.6	13.0	17.3	37.4	4.9	51,042	16,261	4,266	588	1,678	11,780	1,050
Shelby	13.1	.0053	37.6	6.1	13.3	17.8	35.6	5.0	64,576	17,487	5,840	5,282	636	9,681	2,638
Sioux	29.9	.0119	30.7	12.4	13.0	17.3	27.1	9.9	123,512	29,476	10,188	4,035	4,644	34,146	4,220
Story	74.2	.0296	26.0	28.4	15.8	16.6	19.1	25.9	509,281	109,821	60,320	77,907	14,711	112,850	11,164
Ames	47.2	.0188	24.0	40.5	16.0	13.6	14.4	15.6	410,584	82,895	52,489	75,386	11,386	77,931	8,984
Tama	17.3	.0069	37.6	7.1	13.2	18.5	34.9	6.7	65,272	14,616	5,300	5,380	1,195	13,451	1,840
Taylor	7.0	.0028	40.5	5.8	11.5	17.9	39.1	2.8	18,637	6,160	2,243	80	340	2,628	126
Union	12.7	.0050	36.7	8.2	13.4	19.4	33.0	5.2	86,106	25,129	13,237	11,467	1,892	15,037	981
Van Buren	7.6	.0031	38.1	6.7	13.0	18.0	35.9	3.0	19,288	6,785	1,537	435	343	796	929
Wapello	35.3	.0140	37.4	8.6	13.8	19.8	33.6	14.4	231,432	54,733	16,988	34,266	6,555	30,862	8,441
Washington	19.6	.0078	35.8	7.1	14.8	19.1	32.1	7.4	111,387	31,517	6,935	7,558	2,812	24,741	2,907
Wayne	7.0	.0028	42.5	5.6	12.1	16.7	42.0	2.9	25,882	9,806	1,251	120	93	2,701	212
Webster	40.0	.0159	35.7	8.5	14.4	18.7	32.2	15.8	316,647	55,943	24,732	75,807	11,069	53,250	8,792
Winnebago	12.0	.0048	36.2	9.0	13.6	19.1	32.5	4.7	60,371	14,018	4,609	4,585	1,736	14,205	2,869
Winneshiek	20.8	.0083	31.6	15.9	13.9	16.8	28.4	7.2	114,699	26,880	9,844	20,067	4,170	16,559	1,711
Worth	7.9	.0031	38.9	6.6	13.3	18.7	36.5	3.2	18,639	4,488	1,967		387	3,206	115
Wright	14.1	.0057	39.4	6.3	13.3	18.3	37.5	5.8	64,726	18,878	4,792	2,713	1,651	16,563	2,495
TOTAL METRO COUNTIES	**1,225.1**	**.4884**	**32.4**	**11.7**	**16.8**	**20.7**	**24.9**	**467.4**	**10,076,108**	**2,000,929**	**964,499**	**1,474,083**	**391,582**	**2,301,916**	**342,498**
TOTAL STATE	**2,770.3**	**1.1046**	**34.1**	**10.0**	**15.4**	**19.8**	**28.8**	**1,061.7**	**18,817,884**	**4,084,260**	**1,691,466**	**2,429,607**	**614,557**	**4,306,237**	**613,306**

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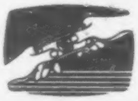
EFFECTIVE BUYING INCOME



S&MM ESTIMATES: 12/31/90

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
CEDAR RAPIDS	**2,567,630**	**31,314**	**17.1**	**27.7**	**22.7**	**20.2**	**.0741**
Linn	2,567,630	31,314	17.1	27.7	22.7	20.2	.0741
• Cedar Rapids	1,685,687	30,374	17.7	27.4	21.5	19.9	.0523
SUBURBAN TOTAL	881,943	32,917	15.8	28.0	25.1	21.0	.0218
DAVENPORT–ROCK ISLAND–MOLINE	**5,178,793**	**30,570**	**17.5**	**26.6**	**21.3**	**20.7**	**.1468**
Scott	2,153,581	30,064	18.3	27.7	21.5	19.0	.0644
• Davenport	1,299,650	27,406	20.4	28.4	19.5	15.9	.0419
Henry, Ill.	*728,318*	*30,364*	*17.8*	*26.1*	*20.2*	*21.4*	*.0193*
Rock Island, Ill.	*2,296,894*	*31,235*	*16.6*	*25.8*	*21.5*	*22.0*	*.0631*
• *Moline*	*734,046*	*31,626*	*16.5*	*26.3*	*20.9*	*23.5*	*.0229*
• *Rock Island*	*590,162*	*27,524*	*19.7*	*25.3*	*18.9*	*19.0*	*.0152*
SUBURBAN TOTAL	2,554,935	32,981	15.5	26.2	23.1	23.0	.0668
DES MOINES	**5,779,057**	**28,898**	**19.8**	**27.8**	**19.9**	**18.7**	**.1718**
Dallas	342,717	23,992	24.1	31.1	17.9	9.5	.0095
Polk	4,992,007	29,402	19.4	27.4	19.7	20.0	.1498
• Des Moines	2,769,687	26,056	21.9	27.9	17.9	16.0	.0886
Warren	444,333	29,077	19.6	29.9	23.3	14.0	.0125
SUBURBAN TOTAL	3,009,370	31,629	17.5	27.8	21.8	21.7	.0832
DUBUQUE	**1,032,019**	**26,304**	**20.8**	**29.8**	**19.6**	**12.4**	**.0333**
Dubuque	1,032,019	26,304	20.8	29.8	19.6	12.4	.0333
• Dubuque	709,688	25,454	21.5	29.0	18.9	12.0	.0250
SUBURBAN TOTAL	322,331	27,835	19.1	32.0	21.1	13.2	.0083
IOWA CITY	**1,359,274**	**25,680**	**21.7**	**25.7**	**15.8**	**19.6**	**.0386**
Johnson	1,359,274	25,680	21.7	25.7	15.8	19.6	.0386
• Iowa City	795,136	22,940	23.4	23.3	14.0	18.5	.0246
SUBURBAN TOTAL	564,138	29,366	19.1	29.4	18.4	21.3	.0140
SIOUX CITY	**1,343,869**	**23,537**	**22.9**	**29.3**	**16.3**	**11.7**	**.0431**
Woodbury	1,166,380	23,470	23.0	28.5	16.4	12.1	.0379
• Sioux City	974,780	23,541	23.1	27.9	16.6	12.4	.0332
Dakota, Neb.	*177,489*	*23,839*	*22.2*	*35.2*	*15.4*	*9.4*	*.0052*
SUBURBAN TOTAL	369,089	23,529	22.4	32.8	15.5	10.2	.0099
WATERLOO–CEDAR FALLS	**2,189,654**	**31,229**	**17.4**	**26.2**	**21.3**	**21.7**	**.0602**
Black Hawk	1,873,730	31,506	17.2	25.9	21.4	22.2	.0521
• Cedar Falls	504,438	32,070	17.0	26.8	19.4	25.3	.0153
• Waterloo	1,029,870	29,946	18.5	25.4	20.9	20.4	.0292
Bremer	315,924	29,589	19.0	26.8	21.2	18.8	.0081
SUBURBAN TOTAL	655,346	32,382	16.0	26.8	23.4	21.3	.0157
OTHER COUNTIES							
Adair	93,663	19,235	28.3	26.7	11.6	9.9	.0025
Adams	49,485	18,685	28.7	29.5	11.7	5.1	.0014
Allamakee	115,504	16,352	30.7	26.9	9.7	3.7	.0040
Appanoose	130,253	16,174	29.2	24.9	11.2	4.9	.0042
Audubon	67,514	16,563	35.9	25.7	6.6	6.9	.0021
Benton	247,071	22,821	23.2	31.3	15.3	9.4	.0068
Boone	317,582	24,459	23.6	28.1	18.2	12.7	.0088
Buchanan	223,466	22,400	25.0	28.8	16.0	9.9	.0065
Buena Vista	212,665	20,207	27.9	28.9	12.3	9.2	.0068
Butler	164,596	21,101	25.0	31.9	13.2	7.6	.0044
Calhoun	127,974	19,811	27.1	27.6	12.7	9.2	.0034
Carroll	221,505	20,392	29.1	30.3	12.5	8.1	.0074
Cass	174,600	20,565	26.4	28.3	14.3	9.0	.0056
Cedar	178,097	20,836	25.7	31.2	13.0	7.5	.0054
Cerro Gordo	602,182	23,990	23.8	29.5	16.8	11.6	.0200
Cherokee	155,408	20,110	27.9	27.5	12.1	10.6	.0047
Chickasaw	129,763	20,024	26.4	31.0	11.9	7.2	.0038
Clarke	81,427	17,840	28.7	27.7	8.8	8.1	.0027
Clay	205,568	21,097	27.6	27.8	14.3	10.5	.0066
Clayton	191,718	19,030	27.3	28.0	11.8	8.0	.0055
Clinton	651,356	26,847	20.4	30.9	20.3	13.0	.0192
Crawford	155,674	18,149	28.0	29.4	10.8	5.4	.0049
Davis	79,913	18,241	24.1	27.3	10.7	8.5	.0023
Decatur	79,333	17,288	27.1	26.2	12.1	5.9	.0021
Delaware	189,216	22,752	23.3	30.2	15.5	10.3	.0054
Des Moines	591,378	27,187	20.3	27.5	19.7	16.4	.0174
Dickinson	206,537	24,503	24.1	31.2	15.4	14.0	.0062
Emmet	114,029	19,730	26.9	31.2	11.6	6.6	.0036
Fayette	228,535	19,943	26.9	28.3	13.5	8.1	.0071
Floyd	183,064	20,729	25.6	30.2	14.6	7.2	.0053
Franklin	129,045	21,711	25.1	31.1	13.7	9.3	.0033
Fremont	88,782	20,077	26.3	27.4	13.4	9.3	.0024
Greene	122,164	21,374	25.2	27.8	15.3	10.0	.0035
Grundy	160,386	26,347	21.6	30.9	17.9	14.4	.0038
Guthrie	112,933	18,617	26.7	26.9	11.9	7.7	.0031
Hamilton	197,696	23,635	24.1	31.5	14.8	12.3	.0056
Hancock	147,647	22,673	25.6	32.7	13.8	10.0	.0038
Hardin	227,961	22,547	24.1	30.8	14.4	10.8	.0063
[illegible]rrison	134,476	17,583	27.8	26.5	[illegible]	6.0	.0045
[illegible]	244,159	25,172	21.6	30.9	17.5	[illegible]	.0068
Howard	98,757	18,085	27.8	26.1	12.2	6.9	.0028
Humboldt	122,611	20,856	28.1	30.2	12.0	10.0	.0036
Ida	83,687	18,000	30.1	26.6	11.0	6.9	.0025
Iowa	180,603	25,214	22.1	32.6	16.7	11.9	.0055
Jackson	208,286	21,572	23.5	32.4	13.0	7.9	.0062
Jasper	436,786	25,213	22.3	31.7	18.1	11.8	.0123
Jefferson	209,255	23,077	23.1	29.5	13.7	13.8	.0060
Jones	196,484	22,078	24.2	29.7	17.3	7.3	.0056
Keokuk	124,073	19,958	26.3	28.6	11.9	9.4	.0035
Kossuth	195,042	20,096	27.5	29.3	12.3	8.6	.0059
Lee	469,415	23,913	23.2	28.8	17.3	12.2	.0141
Louisa	145,538	26,388	20.9	30.3	18.2	14.4	.0036
Lucas	89,399	17,157	28.1	25.1	12.7	5.4	.0026
Lyon	97,613	16,368	30.5	27.2	5.1	7.1	.0029
Madison	126,444	20,712	23.3	30.5	12.8	8.3	.0038
Mahaska	219,736	19,498	27.5	29.9	11.8	6.9	.0072
Marion	376,665	26,534	21.2	30.5	18.1	15.0	.0102
Marshall	536,143	27,979	20.7	28.6	20.0	16.5	.0150
Mills	139,550	22,172	26.5	32.4	14.9	8.3	.0038
Mitchell	118,849	18,856	28.6	24.5	11.8	10.9	.0034
Monona	93,987	17,097	29.5	26.7	9.0	6.0	.0029
Monroe	106,755	24,391	23.6	27.8	16.0	15.3	.0029
Montgomery	132,908	20,292	27.4	29.6	14.4	6.8	.0040
Muscatine	573,470	29,967	17.8	25.9	19.2	22.0	.0154
O'Brien	161,965	19,468	27.8	28.8	10.5	9.3	.0052
Osceola	73,868	19,141	28.9	27.7	11.6	8.5	.0020
Page	198,618	21,512	25.6	29.5	13.3	11.2	.0061
Palo Alto	112,167	19,631	28.7	28.2	11.6	9.2	.0032
Plymouth	241,492	20,429	27.4	29.8	11.3	10.0	.0075
Pocahontas	113,870	20,759	27.2	28.2	12.6	11.3	.0034
☐ Pottawattamie	1,115,895	27,800	20.2	27.5	19.5	17.7	.0329
• Council Bluffs	719,700	26,219	21.9	27.1	18.8	16.0	.0231
Poweshiek	233,456	24,247	22.7	30.4	17.1	11.8	.0068
Ringgold	43,879	12,935	28.7	20.5	6.8	4.5	.0015
Sac	116,102	17,171	34.0	28.1	7.3	6.4	.0035
Shelby	139,349	20,180	29.2	30.5	11.2	8.9	.0041
Sioux	275,847	20,668	28.2	33.2	10.9	7.9	.0083
Story	992,138	26,836	21.8	26.3	18.2	18.0	.0286
Ames	615,654	25,098	23.4	24.9	16.3	18.3	.0194
Tama	192,729	21,965	24.4	29.9	16.1	8.5	.0052
Taylor	65,979	16,459	30.0	23.9	9.8	6.7	.0019
Union	154,964	21,672	23.8	27.5	15.0	11.6	.0046
Van Buren	67,389	16,137	28.4	[illegible]	8.6	5.8	.0019
Wapello	422,115	21,318	25.5	28.0	15.4	9.5	.0126
Washington	218,410	20,819	27.4	27.3	14.2	10.4	.0065
Wayne	61,690	5,022	31.5	24.8	5.6	5.1	.0019
Webster	453,537	21,242	25.7	29.0	14.8	8.9	.0150
Winnebago	164,266	25,598	23.3	30.4	17.8	15.0	.0042
Winneshiek	217,658	20,288	28.1	26.2	13.2	11.3	.0067
Worth	98,407	22,640	27.0	31.3	14.2	11.2	.0024
Wright	209,244	26,120	20.6	28.2	16.6	18.1	.0052
TOTAL METRO COUNTIES	**17,363,490**	**28,705**	**19.5**	**27.5**	**20.0**	**18.4**	**.5132**
TOTAL STATE	**35,209,012**	**24,699**	**22.6**	**28.3**	**17.0**	**14.2**	**1.0364**

Kansas

POPULATION

RETAIL SALES BY STORE GROUP

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
KANSAS CITY	1,584.7	.6319	32.9	9.1	18.0	21.9	24.4	609.4	12,486,466	2,346,390	1,230,352	1,801,033	517,350	3,181,436	345,505
Johnson	366.4	.1461	32.9	8.2	18.9	24.6	21.4	140.8	3,618,601	648,262	291,775	533,816	217,576	1,011,475	86,966
• Olathe	65.4	.0261	28.6	9.4	22.1	23.4	12.5	22.1	554,345	120,114	34,078	52,986	14,928	233,058	11,119
Overland Park	115.4	.0460	33.9	8.2	18.8	24.7	23.4	46.4	1,627,076	177,981	143,407	341,903	102,764	431,496	41,762
Leavenworth	65.4	.0261	32.9	8.1	19.0	25.5	20.6	20.1	285,822	60,537	22,469	46,367	8,822	77,450	2,890
• Leavenworth	39.1	.0156	32.6	8.4	20.3	25.9	19.2	11.7	231,081	49,433	19,396	43,070	6,961	69,268	1,664
Miami	23.8	.0095	34.4	7.6	15.5	21.4	27.6	8.5	111,240	26,454	8,031	9,296	2,687	34,879	3,361
Wyandotte	161.3	.0643	31.8	9.7	17.2	18.8	25.7	61.2	907,817	189,153	96,452	104,085	23,053	230,978	33,049
• Kansas City	149.1	.0594	31.7	9.8	17.2	18.6	25.7	56.9	828,016	173,063	90,200	97,212	22,457	202,551	29,964
Cass, Mo.	65.0	.0259	32.3	8.5	16.8	21.8	23.6	23.3	318,889	75,128	24,328	27,164	6,720	82,567	16,081
Clay, Mo.	155.1	.0618	32.9	9.7	18.3	22.4	23.7	59.6	1,381,528	233,459	117,264	236,779	61,494	348,492	36,761
Jackson, Mo.	635.2	.2533	33.2	9.6	18.1	20.5	26.2	253.4	5,343,897	936,063	597,298	803,765	187,068	1,344,482	152,937
Blue Springs	40.3	.0161	30.0	8.9	17.4	26.5	14.7	13.6	328,150	72,294	25,864	43,926	8,791	92,025	7,558
Independence	112.6	.0449	34.5	9.2	17.4	19.9	29.2	45.4	931,952	153,614	86,680	167,729	40,755	255,329	31,337
• Kansas City	436.5	.1740	32.9	9.9	19.2	20.1	25.8	178.2	3,866,202	704,016	494,475	632,940	130,392	841,661	106,723
Lee's Summit	46.6	.0186	32.2	7.8	19.2	23.1	21.5	17.7	248,053	66,769	21,909	19,730	7,953	61,842	5,133
Lafayette, Mo.	31.3	.0125	35.4	8.5	[illegible]	20.0	30.6	11.8	117,818	32,349	12,398	10,933	1,658	19,012	4,002
Platte, Mo.	59.1	.0236	32.7	9.3	[illegible]	25.4	20.4	22.6	321,751	130,404	55,421	16,945	6,684	19,312	6,122
Ray, Mo.	22.1	.0088	34.2	7.5	[illegible]	21.1	27.7	8.1	79,103	14,581	4,916	11,883	1,588	12,789	3,336
SUBURBAN TOTAL	894.6	.3568	33.6	8.6	17.3	23.1	24.5	340.5	7,006,822	1,299,764	592,203	974,825	342,612	1,834,898	196,035
LAWRENCE	82.9	.0330	25.9	27.6	17.4	17.5	16.7	30.6	488,765	109,372	60,979	67,117	19,241	83,875	9,481
Douglas	82.9	.0330	25.9	27.6	17.4	17.5	16.7	30.6	488,765	109,372	60,979	67,117	19,241	83,875	9,481
• Lawrence	66.5	.0265	24.8	31.8	18.1	16.2	14.6	24.8	471,267	103,657	59,291	67,030	19,196	81,749	8,791
SUBURBAN TOTAL	16.4	.0065	33.6	10.7	14.4	22.5	25.4	5.8	17,498	5,715	1,688	87	45	2,126	690
TOPEKA	162.0	.0645	33.9	9.1	16.8	21.4	26.7	64.2	1,319,053	249,075	130,711	186,772	48,411	311,429	53,115
Shawnee	162.0	.0645	33.9	9.1	16.8	21.4	26.7	64.2	1,319,053	249,075	130,711	186,772	48,411	311,429	53,115
• Topeka	120.6	.0481	33.7	9.8	17.8	19.6	28.0	50.2	1,280,110	239,591	126,979	186,753	46,782	305,939	50,371
SUBURBAN TOTAL	41.4	.0164	34.7	6.9	13.5	26.6	23.1	14.0	38,943	9,484	3,732	19	1,629	5,490	2,744
WICHITA	458.6	.1828	31.9	9.4	18.1	20.4	24.0	176.7	3,460,419	684,375	373,635	514,913	115,766	744,274	76,315
Butler	51.2	.0204	33.7	7.7	15.2	21.1	27.0	18.7	217,680	45,705	21,175	29,770	6,726	48,693	5,533
Sedgwick	407.4	.1624	31.7	9.7	18.4	20.3	23.7	158.0	3,242,739	638,670	352,460	485,143	109,040	695,581	70,782
• Wichita	306.8	.1223	31.8	10.3	19.1	19.6	24.3	124.4	2,953,635	568,664	321,967	463,103	105,924	636,375	65,269
SUBURBAN TOTAL	151.8	.0605	32.2	7.7	16.0	22.1	23.5	52.3	506,784	115,711	51,668	51,810	9,842	107,899	11,046
OTHER COUNTIES															
Allen	14.5	.0057	35.7	8.0	13.7	18.1	32.8	5.6	62,137	17,079	11,196	2,082	957	8,734	1,917
Anderson	7.7	.0031	38.3	6.9	12.6	17.6	36.4	3.0	26,628	4,897	2,579	1,002	1,042	7,513	1,091
Atchison	16.9	.0067	33.5	10.4	13.8	17.3	30.7	6.1	81,998	20,542	6,077	11,084	2,976	16,686	5,015
Barber	5.8	.0024	37.8	5.4	14.2	17.7	35.9	2.3	31,586	6,636	1,886	1,383	938	7,582	1,839
Barton	28.9	.0115	34.8	7.8	15.3	18.6	31.1	11.4	205,084	51,983	22,294	30,197	6,052	45,980	4,764
Bourbon	14.9	.0059	37.0	8.2	13.1	18.5	34.1	5.9	91,539	24,357	11,054	10,689	1,692	21,460	2,265
Brown	11.1	.0045	36.9	6.6	13.5	17.3	35.0	4.3	44,375	13,643	2,715	7,767	468	6,287	1,520
Chase	3.0	.0012	39.9	5.6	13.1	18.5	37.8	1.2	9,194	1,592	1,208	95	43	507	833
Chautauqua	4.3	.0017	43.5	5.3	11.8	16.6	42.7	1.8	8,645	4,002	863	640	34	[illegible]	557
Cherokee	21.3	.0085	35.9	8.7	13.5	19.6	31.6	8.4	63,984	26,760	6,377	7,144	933	6,956	2,820
Cheyenne	3.2	.0012	42.2	4.5	11.3	18.8	41.2	1.4	15,931	5,497	1,194	1,125	317	1,973	61

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POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Clark	2.4	.0010	41.1	4.7	12.2	18.6	39.4	1.0	11,284	3,113	1,115		340	1,850	690
Clay	9.1	.0036	39.4	6.2	12.1	18.6	37.4	3.6	38,767	9,752	2,117	755	565	8,818	1,245
Cloud	10.9	.0044	40.0	9.1	11.9	17.0	38.9	4.4	63,608	13,986	4,588	6,336	1,366	17,447	2,412
Coffey	8.3	.0033	36.5	6.4	14.2	19.8	32.3	3.3	35,303	9,358	2,439	317	690	5,628	1,351
Comanche	2.3	.0009	41.9	5.4	11.9	16.6	41.6	.9	7,608	1,494	510		262	1,860	463
Cowley	36.9	.0147	34.9	9.0	14.5	19.5	30.3	14.0	202,981	41,241	19,358	28,885	6,051	36,965	8,861
Crawford	35.3	.0141	34.6	13.0	14.2	17.4	31.9	14.5	199,886	52,281	20,727	29,406	4,910	34,950	4,037
Decatur	4.0	.0016	40.7	3.9	13.5	16.3	40.3	1.6	14,772	2,070	1,792	100	214	3,788	306
Dickinson	19.0	.0076	37.6	6.6	13.8	18.5	34.9	7.6	78,843	23,947	9,045	3,174	948	11,655	3,192
Doniphan	8.1	.0032	35.3	10.0	13.2	18.9	31.6	3.1	29,837	6,932	1,697	544	114	2,678	1,150
Edwards	3.8	.0016	39.9	5.1	14.0	16.8	39.0	1.6	11,827	4,197	1,326	407	265	1,542	787
Elk	3.3	.0013	47.0	5.6	9.9	16.3	46.6	1.4	7,030	2,226	399		74	444	103
Ellis	25.8	.0103	31.0	14.7	15.2	18.9	25.1	10.0	221,899	44,898	24,304	42,154	5,221	39,195	4,892
Ellsworth	6.6	.0026	38.3	7.2	14.6	18.4	36.1	2.5	25,144	8,018	1,988	315	722	3,845	825
Finney	33.5	.0133	27.2	11.3	19.0	18.5	16.7	11.0	248,512	57,706	18,096	45,118	8,406	44,314	3,948
Ford	27.5	.0110	30.4	11.9	16.6	18.1	24.2	9.9	218,835	43,942	20,829	35,234	7,042	61,993	4,132
Franklin	22.0	.0088	33.4	8.9	15.3	18.7	28.9	8.3	113,606	29,818	10,262	22,404	1,241	19,213	3,650
Geary	30.2	.0120	26.6	17.1	19.5	16.5	17.1	10.6	180,156	29,298	28,825	30,956	7,335	31,375	1,507
Gove	3.2	.0013	38.4	5.3	13.2	18.0	36.5	1.3	17,472	2,153	2,609		220	3,903	658
Graham	3.5	.0014	39.8	4.4	13.5	17.7	38.1	1.4	17,476	4,573	1,272	421	142	5,236	561
Grant	7.2	.0029	29.3	8.3	16.3	20.2	20.5	2.4	38,109	10,475	4,471	3,290	443	10,206	968
Gray	5.4	.0021	32.0	7.3	15.0	20.6	24.8	1.9	11,274	1,773	1,238		335	1,453	580
Greeley	1.8	.0007	33.0	5.5	17.1	17.1	29.4	.7	8,035	738	353			326	937
Greenwood	7.7	.0031	41.0	6.2	12.0	17.4	40.4	3.2	29,129	8,898	2,280	215	237	3,838	2,179
Hamilton	2.3	.0009	38.5	5.4	14.0	18.6	36.1	.9	6,657	116	601	302	73	391	356
Harper	7.0	.0028	39.9	5.6	12.7	17.8	38.5	3.0	35,153	10,287	2,977	2,540	527	9,133	1,891
Harvey	31.0	.0124	34.8	9.4	14.5	19.8	29.8	11.6	172,480	43,501	19,722	14,934	7,590	23,970	2,768
Haskell	3.9	.0015	30.4	7.8	17.2	20.1	22.0	1.4	8,111	4,067	1,017		120	972	491
Hodgeman	2.2	.0009	37.3	4.2	14.8	17.1	35.7	.8	5,461	1,276	278		26	2,172	
Jackson	11.5	.0046	35.0	7.3	13.9	20.3	29.7	4.3	48,487	12,352	2,239	7,613	904	9,860	2,396
Jefferson	16.1	.0064	35.3	7.0	15.0	21.5	29.0	5.9	28,850	7,708	2,035	725	678	3,820	1,195
Jewell	4.1	.0016	42.9	4.3	11.8	17.1	42.7	1.7	10,071	2,912	1,145	90	165	674	387
Kearny	4.1	.0017	30.6	7.5	16.1	19.8	23.2	1.4	9,609	4,964	238		67	1,919	110
Kingman	8.2	.0032	37.3	5.7	13.5	18.3	34.6	3.1	33,769	11,064	2,944	3,187	662	5,736	871
Kiowa	3.6	.0015	39.0	6.3	12.3	18.4	36.9	1.4	16,491	4,271	1,946	160	397	2,152	479
Labette	23.5	.0093	35.2	8.7	14.3	18.7	31.5	9.3	119,338	32,554	10,120	18,126	3,073	22,167	4,917
Lane	2.4	.0010	38.3	4.9	13.3	17.9	36.4	1.0	10,710	3,462	859		327	357	102
Lincoln	3.6	.0014	42.7	4.3	11.5	18.2	42.1	1.5	12,902	3,896	1,402	694	296	2,113	268
Linn	8.3	.0033	39.6	6.5	12.1	17.9	37.8	3.2	24,285	8,460	1,293	475	246	3,756	907
Logan	3.0	.0012	38.5	5.5	13.3	17.6	36.9	1.2	25,043	6,581	570	2,395	1,156	9,662	460
Lyon	34.7	.0138	29.2	16.1	16.5	18.1	22.4	13.0	229,719	47,106	22,750	34,546	8,005	52,936	5,907
McPherson	27.2	.0109	34.8	9.9	14.1	19.1	30.6	10.2	159,174	35,247	13,226	14,205	3,982	46,414	2,119
Marion	12.8	.0051	39.9	8.2	12.1	17.5	38.7	4.9	50,898	9,187	3,379	687	1,603	13,679	1,282
Marshall	11.6	.0046	38.9	5.3	13.4	16.8	37.8	4.6	59,508	14,088	3,266	5,583	4,336	13,397	1,143
Meade	4.2	.0017	37.2	6.0	13.6	18.6	34.3	1.6	11,688	3,511	1,484	234	671	2,377	110
Mitchell	7.1	.0028	38.0	6.7	12.4	18.7	35.3	2.8	52,802	11,166	2,234	1,888	806	18,279	666
Montgomery	38.6	.0154	36.7	8.3	13.5	18.7	33.4	15.6	248,950	74,783	22,245	34,041	7,096	56,233	7,605
Morris	6.2	.0025	39.5	6.0	12.8	18.3	37.6	2.5	27,325	7,775	1,809	1,046	347	8,991	891
Morton	3.5	.0014	33.1	6.9	15.4	19.2	27.9	1.3	12,156	3,921	702	438	112	2,232	493
Nemaha	10.4	.0041	35.8	6.4	13.8	16.3	34.7	4.0	46,401	12,545	4,078	776	752	14,064	1,976
Neosho	16.8	.0067	36.5	7.9	14.1	18.3	33.7	6.7	104,202	22,360	7,155	15,323	2,875	22,914	2,897
Ness	4.0	.0016	39.0	4.4	14.3	17.4	37.5	1.7	15,190	2,224	930		405	[illegible]	988
Norton	5.8	.0023	39.6	7.6	14.1	18.5	37.4	2.3	34,753	9,859	2,381	3,151	584	7,298	953
Osage	15.3	.0061	36.2	6.5	14.7	19.8	31.9	5.8	55,043	18,177	4,070	894	1,201	15,043	1,510
Osborne	4.8	.0019	43.1	4.6	11.7	17.0	42.4	2.0	22,726	6,626	1,888	119	323	2,702	779
Ottawa	5.6	.0023	39.0	5.4	13.6	18.6	36.7	2.3	24,531	3,730	1,084	348	256	7,814	1,021
Pawnee	7.5	.0030	37.8	6.3	13.7	20.3	33.7	2.9	31,997	7,076	2,652	4,602	615	9,091	1,498
Phillips	6.6	.0026	40.5	5.0	12.3	19.1	38.5	2.7	28,459	11,311	2,037	2,921	987	3,083	536
Pottawatomie	16.3	.0065	32.7	8.0	16.0	19.7	26.7	6.0	48,217	14,785	4,623	553	4,787	5,593	803
Pratt	9.6	.0038	37.2	7.3	13.7	19.0	34.1	3.9	72,110	18,335	8,402	13,655	682	10,926	2,563
Rawlins	3.4	.0014	39.5	4.8	12.7	19.0	36.9	1.4	11,083	4,047	1,032	104	85	2,431	210
Reno	62.1	.0247	35.2	8.6	15.5	20.0	30.2	24.1	474,117	95,645	39,291	77,458	15,915	125,968	10,374
Republic	6.4	.0026	44.7	4.2	11.8	16.7	44.5	2.7	23,162	5,937	1,324	638	572	3,710	781
Rice	10.5	.0042	37.3	7.8	12.9	17.4	35.4	4.1	36,038	14,255	3,832	302	1,406	4,769	1,297
Riley	67.3	.0268	24.0	32.8	18.8	14.0	12.5	21.3	398,700	63,403	33,172	58,617	15,321	97,377	6,430
Rooks	5.9	.0024	38.0	5.5	13.8	17.0	36.8	2.4	21,250	3,726	1,114	138	707	3,217	870
Rush	3.7	.0014	43.4	4.3	12.5	17.3	43.1	1.6	8,142	3,103	603	99	74	638	166
Russell	7.7	.0031	41.5	5.2	13.2	18.2	40.2	3.3	43,361	11,203	4,570	1,048	698	9,870	1,625
Saline	49.4	.0197	33.6	9.2	16.7	20.2	27.4	19.9	447,220	77,574	39,952	67,987	13,060	91,156	6,322
Salina	42.4	.0169	33.2	9.9	17.1	19.6	27.3	17.3	435,182	77,574	39,506	67,987	12,204	90,167	6,322
Scott	5.2	.0021	35.1	6.5	14.2	20.2	30.0	2.0	27,781	6,497	2,849	3,829	984	3,385	971
Seward	18.7	.0075	29.0	11.1	18.2	18.1	20.9	6.6	170,816	31,882	13,424	32,895	6,467	38,037	3,585
Sheridan	3.0	.0012	37.3	4.4	13.6	18.1	35.0	1.2	9,956	3,793	244	222	193	2,928	390

KANS. (cont.)

POPULATION

S&MM ESTIMATES 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
Sherman	6.8	.0028	35.7	9.0	13.4	18.7	32.1	2.7
Smith	5.0	.0020	45.2	3.9	11.5	17.0	45.0	2.1
Stafford	5.3	.0021	39.7	5.4	12.7	18.2	37.9	2.2
Stanton	2.3	.0009	31.2	7.3	16.5	18.3	25.5	.8
Stevens	5.1	.0020	32.7	7.2	15.8	19.2	27.1	1.9
Sumner	25.9	.0103	35.0	6.5	14.3	19.5	30.5	9.7
Thomas	8.2	.0033	32.2	10.9	14.4	18.8	27.3	3.1
Trego	3.7	.0015	39.9	4.3	13.1	17.6	38.7	1.5
Wabaunsee	6.6	.0026	36.5	6.7	13.9	19.7	32.5	2.5
Wallace	1.8	.0007	34.6	7.6	13.7	18.2	31.2	.7
Washington	7.0	.0028	42.4	5.4	11.6	16.3	42.0	2.8
Wichita	2.7	.0011	33.5	5.9	14.2	19.3	28.6	1.0
Wilson	10.1	.0040	39.5	6.1	12.2	18.8	37.1	4.1
Woodson	4.1	.0017	41.9	5.1	11.9	17.4	41.4	1.7
TOTAL METRO COUNTIES	**1,320.4**	**.5263**	**32.1**	**10.1**	**18.0**	**21.6**	**23.2**	**502.1**
TOTAL STATE	**2,491.1**	**.9932**	**32.9**	**10.1**	**16.5**	**20.1**	**26.5**	**949.6**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Sherman	63,284	9,815	4,941	5,802	1,729	14,729	2,043
Smith	20,277	6,029	1,216	678	681	4,366	565
Stafford	10,085	3,944	882	190	440	362	857
Stanton	6,159	2,205	387			1,096	176
Stevens	16,375	5,727	946	523	331	5,797	1,046
Sumner	108,668	30,214	7,707	14,044	2,554	14,791	2,316
Thomas	58,914	12,751	7,361	1,133	736	10,325	656
Trego	21,007	5,235	1,193		391	4,142	817
Wabaunsee	19,457	3,023	1,520	62	116	404	216
Wallace	4,871	2,332	152			1,848	
Washington	23,131	5,942	1,872	1,197	1,736	2,220	283
Wichita	6,673	1,125	343			3,510	76
Wilson	44,055	14,196	2,572	2,844	1,354	4,160	2,696
Woodson	13,756	2,856	911	536	90	2,540	
TOTAL METRO COUNTIES	**10,191,717**	**1,967,228**	**984,052**	**1,462,366**	**435,556**	**2,494,360**	**265,177**
TOTAL STATE	**16,655,815**	**3,474,844**	**1,566,326**	**2,242,202**	**620,523**	**3,841,603**	**435,599**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
KANSAS CITY	**24,362,333**	**31,212**	**17.7**	**25.2**	**19.9**	**23.9**	**.6817**
Johnson	7,317,465	40,404	12.4	23.1	21.7	36.5	.1940
• Olathe	984,997	36,257	14.8	25.8	24.6	27.6	.0285
Overland Park	2,433,123	42,564	10.9	22.5	22.7	38.9	.0710
Leavenworth	856,829	32,534	17.0	23.7	22.4	23.7	.0222
• Leavenworth	491,026	29,972	18.6	24.2	21.4	21.1	.0140
Miami	281,040	24,694	23.1	27.4	18.3	13.5	.0077
Wyandotte	1,981,084	24,919	21.0	26.5	18.1	14.7	.0562
• Kansas City	1,819,662	24,554	21.3	26.4	17.9	14.3	.0516
Cass, Mo.	*830,353*	*29,230*	*18.8*	*27.1*	*20.3*	*19.2*	*.0222*
Clay, Mo.	*2,403,701*	*33,883*	*15.9*	*26.5*	*23.2*	*24.7*	*.0696*
Jackson, Mo.	*9,311,960*	*28,393*	*19.7*	*24.9*	*18.3*	*21.4*	*.2725*
Blue Springs	*638,819*	*41,068*	*9.1*	*23.3*	*29.4*	*32.7*	*.0178*
Independence	*1,741,045*	*32,428*	*17.5*	*24.8*	*23.0*	*22.6*	*.0493*
• *Kansas City*	*6,312,022*	*26,378*	*20.8*	*25.1*	*16.9*	*19.8*	*.1892*
Lee's Summit	*732,391*	*34,036*	*18.4*	*21.9*	*20.5*	*28.0*	*.0183*
Lafayette, Mo.	*345,328*	*22,733*	*23.8*	*28.7*	*16.2*	*10.7*	*.0094*
Platte, Mo.	*796,895*	*29,826*	*18.5*	*30.0*	*22.8*	*16.4*	*.0215*
Ray, Mo.	*237,678*	*23,401*	*22.9*	*29.1*	*17.7*	*10.3*	*.0064*
SUBURBAN TOTAL	14,754,626	34,363	15.8	25.0	21.4	27.5	.3984
LAWRENCE	**1,098,302**	**23,820**	**23.2**	**24.2**	**15.5**	**17.3**	**.0303**
Douglas	1,093,302	23,820	23.2	24.2	15.5	17.3	.0303
• Lawrence	865,892	22,207	24.3	23.6	13.8	16.5	.0255
SUBURBAN TOTAL	227,410	31,609	18.8	26.1	22.9	20.9	.0048
TOPEKA	**2,522,817**	**29,723**	**19.5**	**26.8**	**19.7**	**21.4**	**.0709**
Shawnee	2,522,817	29,723	19.5	26.8	19.7	21.4	.0709
• Topeka	1,866,587	27,143	21.7	27.5	18.0	18.5	.0575
SUBURBAN TOTAL	656,230	38,929	11.9	24.2	25.8	31.6	.0134
WICHITA	**7,123,432**	**30,264**	**18.1**	**26.8**	**19.5**	**22.5**	**.1957**
Butler	560,235	23,610	23.3	30.8	17.7	9.5	.0156
Sedgwick	6,563,197	31,322	17.4	26.4	19.7	24.0	.1801
• Wichita	4,939,426	29,513	18.7	26.9	18.8	22.0	.1441
SUBURBAN TOTAL	2,184,006	31,955	16.6	26.5	21.1	23.7	.0516
OTHER COUNTIES							
Allen	156,463	19,794	25.8	28.0	12.1	9.5	.0043
Anderson	86,290	20,117	27.2	26.3	12.7	11.4	.0024
Atchison	176,754	20,641	25.0	28.0	14.4	9.0	.0052
Barber	64,431	19,574	26.2	28.0	11.9	9.1	.0020
Barton	379,734	24,683	22.4	29.9	17.0	13.7	.0111

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Bourbon	175,290	20,410	25.8	25.7	13.9	11.2	.0052
Brown	111,799	18,351	28.1	27.0	10.8	7.9	.0032
Chase	32,311	19,962	22.6	28.9	12.3	8.8	.0010
Chautauqua	54,919	20,316	26.5	25.1	12.8	12.7	.0012
Cherokee	213,362	18,216	26.3	26.8	11.6	7.5	.0058
Cheyenne	42,673	21,759	24.0	27.9	11.5	14.5	.0012
Clark	28,955	20,565	26.5	27.9	13.7	9.7	.0008
Clay	92,678	18,458	28.8	28.0	11.1	7.0	.0027
Cloud	109,693	17,648	30.0	26.4	9.7	7.4	.0035
Coffey	133,364	28,509	19.9	23.6	16.2	25.3	.0030
Comanche	21,792	17,387	34.3	27.1	8.3	6.1	.0007
Cowley	508,685	26,140	20.6	26.1	18.6	17.7	.0135
Crawford	379,741	17,582	26.7	24.4	12.4	8.3	.0117
Decatur	40,489	17,761	31.0	26.2	9.5	8.0	.0011
Dickinson	224,751	21,384	26.3	27.7	14.6	10.7	.0060
Doniphan	82,485	20,197	25.5	29.7	12.7	8.1	.0023
Edwards	36,177	16,310	30.7	26.7	7.5	5.4	.0011
Elk	35,993	17,694	29.3	22.6	13.1	8.1	.0009
Ellis	359,001	26,233	22.9	27.0	18.5	15.9	.0109
Ellsworth	65,259	19,329	26.2	28.0	12.5	7.6	.0018
Finney	372,244	24,919	25.2	30.4	17.4	13.1	.0122
Ford	329,564	25,093	21.6	29.0	17.9	13.4	.0105
Franklin	277,029	23,392	26.1	26.3	17.1	14.0	.0076
Geary	301,929	18,322	32.8	25.8	12.0	7.4	.0097
Gove	32,301	17,514	30.0	27.0	8.1	8.0	.0011
Graham	41,729	19,971	25.9	24.8	14.2	10.9	.0011
Grant	80,658	25,877	19.9	37.8	14.6	14.0	.0023
Gray	68,751	27,610	21.2	30.4	20.6	14.9	.0017
Greeley	16,255	17,250	31.0	26.0	9.1	7.0	.0004
Greenwood	79,979	17,518	28.8	24.6	12.1	6.9	.0023
Hamilton	29,581	24,050	26.4	23.4	18.2	16.2	.0007
Harper	80,596	19,581	25.9	27.9	12.7	8.4	.0024
Harvey	379,809	24,920	22.9	31.5	17.5	11.9	.0106
Haskell	44,331	24,452	24.5	32.3	17.3	10.6	.0011
Hodgeman	19,462	18,273	30.5	30.3	10.1	4.5	.0006
Jackson	122,457	22,443	24.4	29.6	17.2	8.0	.0035
Jefferson	189,483	25,459	21.4	28.0	20.2	12.2	.0044
Jewell	41,187	17,262	26.5	25.3	10.5	7.5	.0010
Kearny	45,631	24,611	23.6	32.7	16.5	12.2	.0011
Kingman	82,338	19,423	27.7	27.4	13.5	7.6	.0023

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Kiowa	44,690	22,667	24.2	27.2	15.6	12.6	.0013
Labette	279,295	22,347	24.0	26.6	16.8	11.4	.0079
Lane	28,187	20,292	28.7	28.9	11.9	9.9	.0007
Lincoln	34,260	16,395	33.3	25.8	8.7	4.5	.0010
Linn	85,556	18,319	26.9	24.7	12.4	8.9	.0023
Logan	31,320	19,625	27.8	28.9	13.1	7.0	.0011
Lyon	447,636	25,370	21.6	26.8	17.6	16.1	.0130
McPherson	373,742	27,374	20.9	29.3	18.8	17.1	.0101
Marion	134,682	19,773	27.7	29.2	12.1	8.1	.0038
Marshall	125,388	18,864	28.4	25.0	12.5	9.5	.0037
Meade	40,434	19,093	30.0	29.1	12.1	6.4	.0011
Mitchell	68,106	17,720	30.1	28.6	8.0	7.0	.0025
Montgomery	476,494	21,810	25.0	27.2	15.6	11.1	.0141
Morris	65,046	18,169	28.4	25.5	11.7	7.9	.0018
Morton	45,542	26,360	21.4	27.1	18.1	16.8	.0011
Nemaha	104,923	17,937	28.1	25.3	10.8	8.6	.0032
Neosho	185,487	19,867	27.4	28.4	12.0	9.3	.0056
Ness	48,858	20,103	26.1	27.4	12.9	10.0	.0013
Norton	63,522	18,172	28.1	25.3	12.3	8.0	.0019
Osage	180,218	23,602	22.8	28.6	17.5	11.4	.0048
Osborne	47,135	16,780	31.7	26.7	8.5	5.6	.0014
Ottawa	64,560	20,424	25.8	28.9	12.3	9.9	.0017
Pawnee	91,814	22,408	26.0	28.6	15.5	12.5	.0025
Phillips	69,003	18,679	26.8	25.4	13.0	8.0	.0020
Pottawatomie	186,874	24,008	23.4	30.1	17.5	11.4	.0048
Pratt	114,180	21,919	25.2	29.6	14.8	10.0	.0035
Rawlins	37,587	18,763	30.0	26.8	9.1	10.8	.0010
Reno	782,338	24,098	23.5	29.6	17.2	12.4	.0240

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Republic	65,359	15,978	32.2	22.7	9.1	6.4	.0019
Rice	122,182	22,116	23.3	30.9	13.7	10.3	.0032
Riley	692,157	18,410	31.8	24.3	12.4	9.2	.0219
Rooks	67,659	20,574	27.4	29.2	12.5	9.7	.0016
Rush	45,415	21,325	24.1	29.4	14.6	9.2	.0012
Russell	112,422	22,652	24.6	25.7	15.4	14.8	.0029
Saline	664,928	24,639	24.0	29.5	17.4	13.1	.0209
Salina	569,914	24,102	24.8	29.0	17.1	12.7	.0187
Scott	66,161	23,667	23.3	29.1	16.7	12.8	.0018
Seward	218,191	24,955	24.1	30.1	18.8	11.4	.0075
Sheridan	27,868	16,538	34.0	22.9	10.4	5.5	.0007
Sherman	75,096	19,687	31.4	29.9	11.0	8.2	.0028
Smith	40,302	13,683	34.0	20.4	7.4	2.7	.0012
Stafford	64,951	21,673	25.9	29.6	15.4	8.9	.0016
Stanton	21,281	18,500	33.5	26.7	9.8	8.6	.0006
Stevens	66,277	26,629	22.2	29.5	17.4	16.3	.0015
Sumner	309,480	24,667	23.0	28.6	18.7	12.1	.0082
Thomas	94,479	21,821	24.5	28.5	13.7	11.9	.0031
Trego	38,880	18,717	29.6	29.4	9.1	7.9	.0012
Wabaunsee	66,919	19,867	29.2	30.8	13.0	5.9	.0018
Wallace	13,140	14,154	34.2	22.1	5.0	3.9	.0005
Washington	51,870	12,702	33.6	19.4	4.8	3.4	.0016
Wichita	29,299	21,750	26.7	27.4	15.3	10.7	.0007
Wilson	110,360	19,759	27.4	27.5	14.0	7.9	.0031
Woodson	41,067	16,531	30.7	24.0	10.8	6.4	.0012
TOTAL METRO COUNTIES	**21,175,969**	**31,863**	**17.4**	**25.5**	**19.8**	**24.9**	**.5770**
TOTAL STATE	**34,787,012**	**26,557**	**21.3**	**26.4**	**17.5**	**18.4**	**.9721**

Kentucky

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
CLARKSVILLE–HOPKINSVILLE	**170.6**	**.0681**	**28.6**	**16.5**	**19.5**	**18.1**	**19.3**	**56.4**	**1,026,950**	**142,505**	**95,546**	**138,527**	**50,441**	**309,114**	**29,394**
Christian	68.7	.0274	28.1	17.7	19.4	16.5	20.1	21.5	366,465	59,006	39,952	41,122	15,864	83,636	15,243
• Hopkinsville	29.7	.0118	34.0	10.1	15.3	19.2	29.4	11.4	289,735	52,424	29,459	28,590	14,025	63,734	13,562
Montgomery, Tenn.	*101.9*	*.0407*	*28.9*	*15.6*	*19.7*	*19.1*	*18.8*	*34.9*	*660,465*	*83,499*	*55,594*	*97,405*	*34,577*	*225,478*	*14,151*
• *Clarksville*	*76.5*	*.0305*	*27.8*	*17.8*	*20.7*	*18.1*	*17.0*	*25.8*	*622,781*	*69,561*	*49,764*	*93,345*	*32,610*	*222,945*	*13,207*
SUBURBAN TOTAL	64.4	.0258	27.6	17.8	20.3	17.5	17.5	19.2	114,434	20,520	16,323	16,592	3,806	22,435	2,625
HUNTINGTON–ASHLAND	**310.7**	**.1239**	**35.5**	**10.2**	**14.4**	**21.0**	**29.7**	**119.0**	**1,901,247**	**389,482**	**161,561**	**328,312**	**84,699**	**392,389**	**84,073**
Boyd	50.8	.0202	36.7	8.4	15.4	21.6	31.0	19.7	471,809	74,642	36,518	90,045	13,076	117,922	23,813
• Ashland	23.5	.0094	39.5	7.8	14.1	18.6	37.3	10.1	401,231	50,098	30,643	87,625	12,798	107,728	20,875
Carter	24.3	.0096	33.1	11.3	14.6	20.6	26.6	8.7	102,001	18,058	7,463	13,846	6,731	18,277	4,871
Greenup	36.7	.0147	35.7	8.7	14.4	23.0	28.0	13.4	107,865	36,045	7,782	4,370	6,152	25,264	5,916
Lawrence, Ohio	*61.8*	*.0246*	*34.3*	*9.4*	*14.4*	*20.5*	*28.5*	*22.9*	*243,027*	*69,758*	*17,998*	*20,020*	*11,916*	*48,978*	*12,574*
Cabell, W. Va.	*95.9*	*.0383*	*36.0*	*12.5*	*14.0*	*19.8*	*31.6*	*38.8*	*872,333*	*155,729*	*83,641*	*184,216*	*42,403*	*174,009*	*32,918*
• *Huntington*	*54.3*	*.0216*	*37.0*	*14.9*	*13.1*	*17.6*	*34.8*	*23.2*	*520,964*	*96,648*	*62,263*	*90,036*	*26,694*	*96,775*	*24,841*
Wayne, W. Va.	*41.2*	*.0163*	*35.5*	*9.4*	*14.0*	*21.5*	*29.3*	*15.5*	*104,212*	*35,250*	*8,159*	*15,815*	*4,421*	*7,939*	*3,981*
SUBURBAN TOTAL	232.9	.0929	34.8	9.4	14.7	22.0	27.8	85.7	979,052	242,736	68,655	150,651	45,207	187,886	38,357
LEXINGTON-FAYETTE	**351.1**	**.1399**	**31.9**	**13.0**	**18.7**	**21.8**	**22.4**	**135.1**	**3,039,615**	**479,338**	**331,289**	**451,141**	**172,627**	**658,447**	**108,923**
Bourbon	19.2	.0077	34.3	9.3	15.4	21.3	27.6	7.2	96,025	20,608	5,591	11,173	691	27,307	5,009
Clark	29.6	.0118	34.3	9.1	15.9	22.4	26.5	11.0	206,765	35,106	15,073	35,411	4,551	56,768	7,908
Fayette	227.1	.0905	31.5	14.4	19.9	21.5	21.5	90.3	2,378,686	339,884	277,341	363,693	159,484	482,695	78,473
• Lexington-Fayette	227.1	.0905	31.5	14.4	19.9	21.5	21.5	90.3	2,378,686	339,884	277,341	363,693	159,484	482,695	78,473
Jessamine	30.9	.0123	30.8	12.0	18.1	22.0	20.4	10.7	158,024	34,784	9,382	15,244	2,810	52,031	7,301
Scott	24.1	.0096	31.8	12.0	16.1	21.6	23.3	8.6	104,956	26,971	14,815	18,216	2,635	19,781	4,287
Woodford	20.2	.0080	33.7	9.2	16.4	24.2	23.6	7.3	95,159	21,985	9,087	7,404	2,456	19,865	5,945
SUBURBAN TOTAL	124.0	.0494	32.8	10.4	16.6	22.3	24.0	44.8	660,929	139,454	53,948	87,448	13,143	175,752	30,450

KY. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
LOUISVILLE	**953.0**	**.3801**	**33.9**	**9.4**	**17.0**	**21.9**	**26.3**	**367.8**
Bullitt	48.0	.0192	30.9	10.4	17.3	24.0	18.9	16.1
Jefferson	663.4	.2645	34.2	9.5	17.3	21.2	27.4	263.5
• Louisville	268.4	.1070	34.4	10.0	17.4	18.8	30.2	112.8
Oldham	33.9	.0135	32.8	8.1	16.9	28.4	17.9	10.9
Shelby	25.0	.0100	35.0	9.1	15.5	22.8	27.2	9.1
Clark, Ind.	*87.7*	*.0350*	*33.9*	*9.4*	*16.7*	*22.1*	*25.9*	*33.3*
Floyd, Ind.	*64.8*	*.0258*	*34.1*	*8.9*	*15.9*	*22.3*	*26.2*	*24.2*
• New Albany	*36.5*	*.0146*	*34.5*	*9.6*	*16.4*	*19.2*	*30.0*	*14.8*
Harrison, Ind.	*30.2*	*.0121*	*33.2*	*8.5*	*16.0*	*22.7*	*24.4*	*10.7*
SUBURBAN TOTAL	648.1	.2585	33.7	9.1	16.9	23.3	24.5	240.2
OWENSBORO	**87.2**	**.0347**	**33.2**	**9.5**	**16.0**	**20.4**	**26.8**	**33.0**
Daviess	87.2	.0347	33.2	9.5	16.0	20.4	26.8	33.0
• Owensboro	53.6	.0214	34.2	10.1	15.6	19.5	29.3	21.7
SUBURBAN TOTAL	33.6	.0133	31.8	8.6	16.1	21.8	23.0	11.3
OTHER COUNTIES								
Adair	15.3	.0061	35.0	10.9	14.2	19.5	30.6	5.8
Allen	14.6	.0058	35.5	8.7	14.0	19.6	31.2	5.6
Anderson	14.7	.0059	33.7	9.0	16.6	22.3	25.5	5.5
Ballard	7.8	.0031	38.0	8.3	13.8	21.2	33.2	3.1
Barren	34.0	.0135	35.8	8.5	15.4	20.0	31.0	13.1
Bath	9.7	.0039	35.1	9.2	15.3	20.0	30.1	3.7
Bell	31.2	.0124	33.1	10.3	15.3	20.4	26.7	11.4
☐ Boone	58.7	.0234	31.2	9.3	18.0	22.9	20.2	20.5
Boyle	25.7	.0103	35.1	10.9	14.6	21.1	29.1	9.5
Bracken	7.8	.0031	34.9	9.2	14.8	19.1	30.7	2.9
Breathitt	15.6	.0062	31.7	10.8	15.4	20.8	24.0	5.5
Breckinridge	16.3	.0065	35.6	8.2	14.2	20.7	30.1	6.2
Butler	11.3	.0045	34.5	9.0	15.0	20.7	28.5	4.2
Caldwell	13.2	.0052	38.2	8.4	13.2	20.2	34.2	5.3
Calloway	30.9	.0123	33.0	19.8	13.0	18.2	29.1	11.7
☐ Campbell	84.1	.0336	32.5	10.2	17.1	19.5	26.1	31.3
Carlisle	5.2	.0020	38.1	8.7	12.9	19.4	34.7	2.1
Carroll	9.3	.0038	34.0	8.8	15.4	20.5	28.0	3.5
Casey	14.2	.0057	35.3	8.8	14.0	20.2	30.2	5.4
Clay	21.6	.0086	30.5	10.5	16.3	19.7	23.0	7.3
Clinton	9.1	.0036	35.6	9.0	15.0	20.4	30.6	3.6
Crittenden	9.2	.0037	36.9	8.5	13.9	20.3	32.3	3.6
Cumberland	6.7	.0027	37.5	8.5	14.5	18.2	35.0	2.7

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
LOUISVILLE	**7,146,704**	**1,280,303**	**747,612**	**1,003,178**	**372,120**	**1,569,433**	**337,436**
Bullitt	112,631	31,720	15,542	4,946	4,854	18,542	7,907
Jefferson	5,541,078	963,815	612,571	792,795	301,130	1,191,543	265,789
• Louisville	2,148,457	468,894	311,421	150,998	121,841	374,693	138,026
Oldham	149,830	31,950	8,310	16,554	8,018	45,848	6,696
Shelby	129,453	27,912	7,836	18,084	2,667	25,055	6,272
Clark, Ind.	*787,935*	*111,825*	*69,100*	*118,607*	*31,644*	*210,977*	*24,189*
Floyd, Ind.	*299,418*	*83,924*	*25,082*	*35,815*	*20,982*	*46,525*	*21,203*
• New Albany	*267,341*	*72,443*	*22,239*	*35,770*	*18,346*	*43,393*	*17,665*
Harrison, Ind.	*126,359*	*29,157*	*9,171*	*16,377*	*2,825*	*30,943*	*5,380*
SUBURBAN TOTAL	4,730,906	738,966	413,952	816,410	231,933	1,151,347	181,745
OWENSBORO	**675,870**	**122,364**	**58,723**	**125,195**	**35,521**	**130,403**	**29,536**
Daviess	675,870	122,364	58,723	125,195	35,521	130,403	29,536
• Owensboro	584,666	107,916	53,847	103,416	32,205	114,096	26,366
SUBURBAN TOTAL	91,204	14,448	4,876	21,779	3,316	16,307	3,170
OTHER COUNTIES							
Adair	61,709	16,991	4,184	10,329	3,010	8,138	3,380
Allen	63,057	22,218	3,610	1,961	675	14,998	2,826
Anderson	72,129	14,111	3,810	14,773	712	19,426	2,924
Ballard	53,141	12,638	1,439	257	1,366	25,598	2,072
Barren	226,479	48,143	21,997	39,589	9,301	37,498	10,164
Bath	29,292	11,730	846	1,352	1,350	8,047	1,965
Bell	221,901	48,004	20,095	66,507	7,544	34,056	8,105
☐ Boone	772,436	79,897	65,647	136,153	35,070	192,610	31,134
Boyle	223,881	37,551	19,002	37,637	13,770	56,455	6,554
Bracken	13,996	3,667	973	631	329	2,872	853
Breathitt	86,628	23,251	6,407	16,285	3,147	15,281	3,406
Breckinridge	70,286	15,566	3,886	11,882	664	14,854	4,505
Butler	25,819	11,268	843	1,236	1,400	3,672	1,966
Caldwell	102,590	19,670	5,999	11,368	1,545	41,655	6,086
Calloway	238,157	35,858	12,562	23,048	6,735	94,056	6,889
☐ Campbell	458,240	114,890	67,134	40,684	15,086	78,712	30,384
Carlisle	17,229	3,305	618	178	23	6,665	193
Carroll	59,563	14,771	5,701	3,736	195	18,023	3,192
Casey	41,550	15,422	3,570	2,816	1,512	9,195	462
Clay	103,325	29,677	4,100	17,670	1,822	23,375	6,497
Clinton	39,477	17,476	1,460	856	339	4,134	2,760
Crittenden	25,669	8,998	1,644	2,407	1,539	2,559	1,730
Cumberland	26,044	9,345	2,603	1,031	349	3,950	1,854

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POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Edmonson	10.3	.0042	34.9	10.0	13.5	20.7	29.3	3.8	19,207	8,675	2,065	1,865	184	2,235	530
Elliott	6.5	.0025	32.1	10.0	15.1	19.8	25.8	2.3	17,515	7,225	349	191	159	6,424	1,381
Estill	14.6	.0059	33.6	10.3	14.9	20.2	27.7	5.4	55,385	11,602	3,449	6,062	1,741	19,463	3,135
Fleming	12.3	.0049	34.9	9.8	14.8	19.8	30.0	4.6	75,052	15,536	3,596	4,184	722	28,728	5,339
Floyd	43.3	.0173	32.0	10.0	15.6	21.1	24.2	15.6	237,376	51,217	13,389	34,433	7,089	40,469	15,450
Franklin	44.0	.0175	34.6	9.9	16.4	23.2	26.2	17.5	315,071	68,016	30,180	36,555	10,401	89,920	16,791
Fulton	8.2	.0033	37.2	8.6	13.3	18.1	34.8	3.3	59,776	15,490	3,653	7,688	1,763	7,739	3,302
Gallatin	5.5	.0022	33.0	9.3	15.1	21.4	25.5	2.0	13,142	6,694	1,046	546	103	323	375
Garrard	11.6	.0046	36.0	8.7	15.6	20.7	30.8	4.4	32,148	12,794	2,444	604	951	4,113	2,393
Grant	15.9	.0063	32.2	9.7	15.7	20.9	24.6	5.6	88,476	22,559	6,842	11,873	1,527	22,962	3,462
Graves	33.5	.0134	37.2	8.2	14.3	20.6	32.6	13.4	196,573	37,602	12,105	24,658	7,296	50,636	8,746
Grayson	21.1	.0084	35.0	9.0	14.8	20.4	29.5	8.0	89,882	23,278	3,773	12,942	4,247	12,625	5,804
Green	10.3	.0041	37.7	8.2	14.7	19.8	33.9	4.1	28,231	11,713	2,148	720	872	2,902	1,892
Hancock	7.9	.0031	32.6	9.0	15.4	23.2	23.1	2.8	18,195	9,635	567		368	805	2,453
Hardin	89.1	.0355	28.0	15.9	18.2	19.0	18.3	29.3	654,599	97,862	51,187	89,733	22,443	172,536	13,534
Harlan	36.0	.0144	32.6	9.6	15.0	20.8	25.6	13.1	171,581	49,943	9,037	24,947	7,885	28,940	9,991
Harrison	16.3	.0065	34.8	8.6	14.8	20.2	29.5	6.1	76,104	20,938	9,740	14,276	2,036	5,469	4,112
Hart	14.9	.0059	35.0	8.9	14.9	19.9	30.1	5.7	54,468	16,993	2,224	2,205	975	7,080	2,325
☐ Henderson	43.1	.0172	33.5	9.1	16.5	21.4	26.2	16.6	316,045	66,601	26,585	36,653	14,274	76,425	15,938
● Henderson	26.0	.0104	34.2	9.4	16.4	20.1	28.6	10.6	311,647	63,873	25,883	36,615	14,192	76,279	15,922
Henry	12.8	.0051	35.1	9.0	15.4	21.2	28.8	4.9	65,446	16,654	1,294	622	560	18,957	2,921
Hickman	5.5	.0022	38.9	7.5	14.1	19.2	35.9	2.2	12,060	3,659	541		100	1,908	676
Hopkins	46.1	.0184	34.8	8.7	15.3	21.2	28.5	17.8	302,097	63,336	20,552	46,561	14,019	76,175	14,523
Jackson	12.0	.0048	32.4	9.9	15.2	19.7	26.4	4.4	21,343	9,506	612	1,588	194	2,929	1,140
Johnson	23.1	.0092	33.2	9.9	15.6	21.8	25.3	8.4	144,721	34,735	11,898	15,442	7,267	28,159	5,261
☐ Kenton	142.5	.0568	31.8	9.9	18.1	20.5	23.7	52.9	799,629	157,261	132,693	108,087	30,789	106,458	38,162
Covington	43.4	.0173	31.7	10.2	18.8	17.7	26.2	17.4	349,033	60,963	67,813	17,406	16,549	93,317	14,850
Knott	17.9	.0072	30.6	11.3	16.2	20.7	22.3	6.1	49,462	23,202	1,670	1,271	933	3,395	2,776
Knox	29.6	.0118	32.1	11.0	14.8	20.1	25.5	10.7	161,426	45,110	5,704	23,230	3,436	44,151	8,910
Larue	11.7	.0046	36.3	7.9	15.0	20.2	31.7	4.5	36,245	11,771	2,654	5,338	711	5,899	2,700
Laurel	43.8	.0175	32.5	9.9	16.4	21.3	24.7	15.7	230,524	60,981	16,772	13,310	15,906	60,849	7,987
Lawrence	14.0	.0056	33.1	9.5	14.8	20.3	26.9	5.0	55,918	21,187	4,153	5,332	649	8,908	4,900
Lee	7.4	.0029	33.7	9.4	14.7	19.4	28.6	2.8	29,599	10,098	1,303	1,451	68	5,785	2,671
Leslie	13.6	.0054	30.3	10.5	17.0	20.0	22.0	4.7	34,272	14,225	2,080	4,403	2,410	1,827	556
Letcher	26.7	.0107	32.4	9.4	15.8	21.0	24.9	9.6	113,806	39,205	3,755	22,380	1,743	6,706	8,729
Lewis	13.0	.0052	33.2	9.7	15.2	20.1	27.2	4.7	30,531	12,944	2,420	2,038	612	3,579	1,100
Lincoln	20.1	.0080	33.9	9.6	15.3	19.8	28.5	7.5	57,299	16,391	4,152	6,395	1,086	17,428	2,165
Livingston	9.0	.0036	37.0	8.8	15.2	22.2	30.8	3.6	28,656	10,399	1,958	125	94	3,321	2,887
Logan	24.5	.0097	35.0	8.5	15.1	20.3	29.7	9.3	100,808	30,981	7,280	12,970	3,243	14,878	5,286
Lyon	6.6	.0027	38.7	8.7	19.0	22.0	33.8	2.3	11,960	4,882	1,754		416	1,152	903
McCracken	62.9	.0250	36.3	8.0	15.5	21.3	30.7	25.6	658,612	119,516	70,155	106,678	30,569	134,937	20,496
McCreary	15.5	.0062	30.9	10.8	14.4	20.3	23.8	5.4	38,376	17,189	1,349	3,054	866	4,927	1,418
McLean	9.6	.0039	36.2	9.2	13.8	21.6	30.2	3.7	18,361	10,337	1,521	442	717	971	1,606
Madison	58.0	.0231	29.1	21.1	15.2	19.1	21.9	20.2	352,891	79,156	45,574	42,232	4,040	64,378	10,867
Magoffin	13.0	.0052	29.8	11.0	16.4	19.6	21.8	4.4	35,844	12,545	2,384	3,854	258	1,741	2,794
Marion	16.4	.0065	32.4	10.1	16.6	19.8	25.9	5.7	60,350	23,886	4,845	2,955	1,017	6,609	4,448
Marshall	27.3	.0109	38.4	7.6	14.2	20.9	34.0	10.8	155,759	19,503	11,019	14,831	5,543	54,096	4,319
Martin	12.4	.0049	29.5	10.5	16.6	20.8	20.1	4.3	60,246	17,574	1,128	3,374	373	18,798	3,979
Mason	16.6	.0066	35,1	9.0	15.0	19.9	30.2	6.5	130,098	35,697	11,112	17,774	3,834	23,717	7,985
Meade	24.4	.0098	28.2	9.7	22.1	18.0	16.9	8.2	82,084	12,196	7,903	458	755	41,469	3,094
Menifee	5.1	.0020	32.4	10.9	15.2	19.8	26.3	1.8	12,906	3,791	486	538	146	1,151	101
Mercer	19.1	.0076	36.1	8.9	14.8	21.4	30.3	7.4	89,577	23,930	6,475	15,791	1,965	19,151	3,491
Metcalfe	9.0	.0036	35.7	9.5	14.8	19.2	31.6	3.4	35,209	6,855	1,494	911	1,244	13,301	1,790
Monroe	11.3	.0045	36.1	8.8	14.9	19.6	31.8	4.5	48,241	19,632	3,022	1,188	1,221	5,820	3,953
Montgomery	19.5	.0078	34.3	9.6	15.0	22.1	26.8	7.3	140,727	28,565	10,149	7,059	7,938	49,972	6,470
Morgan	11.6	.0046	32.9	9.3	16.5	20.4	26.1	4.1	52,271	10,022	1,157	3,427	813	15,911	2,600
Muhlenberg	31.2	.0125	35.0	9.7	14.4	20.8	29.2	11.6	158,597	47,195	8,198	20,476	6,467	33,092	9,044
Nelson	29.9	.0119	31.6	9.6	17.0	20.7	23.5	10.5	146,852	43,822	17,449	22,912	6,305	23,278	5,584
Nicholas	6.7	.0027	36.1	8.6	14.2	20.5	31.1	2.6	11,798	5,595	547	101	374	965	1,882
Ohio	21.0	.0083	35.1	8.4	14.1	20.6	29.6	7.8	98,617	27,886	4,601	14,075	2,374	21,793	8,640
Owen	9.1	.0037	35.2	8.0	14.9	20.0	30.3	3.4	34,477	9,315	1,722	158	179	10,355	2,398
Owsley	5.0	.0020	34.5	10.0	14.0	20.2	29.2	1.8	9,822	5,402	145	548	193	215	240
Pendleton	12.1	.0048	31.7	9.8	16.3	19.1	25.5	4.4	34,978	10,434	2,046	1,389	831	6,377	1,583
Perry	30.0	.0119	31.7	10.7	16.1	21.4	23.2	10.5	192,971	51,313	13,093	34,011	7,192	32,837	7,445
Pike	71.9	.0287	32.4	10.0	16.3	21.7	24.0	25.9	473,258	121,432	34,235	73,532	12,304	86,470	21,980
Powell	11.8	.0047	31.4	10.0	15.8	21.2	23.1	4.1	37,107	14,952	3,439	3,947	1,011	2,863	3,344
Pulaski	49.8	.0199	35.3	9.4	15.3	20.9	29.6	19.0	373,972	63,376	29,066	67,178	13,879	80,199	10,881
Robertson	2.1	.0008	36.8	9.5	14.1	20.1	32.3	.8	2,753	700	148	64	96	296	
Rockcastle	14.9	.0060	33.2	10.6	15.2	19.9	27.4	5.5	38,823	14,156	3,192	2,329	691	2,753	2,998
Rowan	20.4	.0081	26.3	27.1	13.5	16.7	21.5	6.8	119,979	27,009	11,041	15,159	2,341	20,141	6,659
Russell	14.8	.0059	36.4	9.3	15.0	19.9	31.9	5.9	71,760	23,906	5,555	5,087	3,340	15,819	4,257
Simpson	15.1	.0060	34.0	9.3	15.5	20.8	27.6	5.8	95,482	22,148	10,171	12,676	4,825	21,040	5,004
Spencer	6.9	.0027	33.3	9.0	16.6	20.9	26.3	2.5	15,256	8,239	432		91	1,145	472

KY. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
Taylor	21.2	.0085	34.7	9.7	15.7	20.4	29.2	8.2
Todd	10.9	.0043	34.2	9.3	15.3	19.0	29.9	4.1
Trigg	10.4	.0042	39.9	7.8	12.8	19.6	36.8	4.1
Trimble	6.1	.0024	34.6	8.9	15.1	21.5	27.9	2.3
Union	16.4	.0066	29.9	14.5	13.5	19.0	24.1	5.5
Warren	76.8	.0306	31.4	15.3	15.8	20.8	23.5	28.9
Bowling Green	40.7	.0162	29.9	21.2	15.2	17.2	25.1	16.0
Washington	10.4	.0041	33.7	9.3	15.4	19.0	29.1	3.7
Wayne	17.5	.0070	34.0	9.6	14.6	20.2	28.4	6.5
Webster	13.8	.0055	35.5	8.5	14.4	19.6	31.1	5.3
Whitley	33.3	.0133	32.4	11.9	14.4	20.0	26.3	12.1
Wolfe	6.5	.0026	32.6	8.6	16.2	20.7	25.4	2.5
TOTAL METRO COUNTIES	**1,717.5**	**.6847**	**32.9**	**10.6**	**17.3**	**21.3**	**25.1**	**652.3**
TOTAL STATE	**3,687.3**	**1.4701**	**33.1**	**10.6**	**16.4**	**20.8**	**26.1**	**1,380.6**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Taylor	131,426	24,709	15,478	17,960	1,921	26,579	5,187
Todd	24,100	9,678	1,148	317	349	6,494	1,704
Trigg	38,593	14,237	3,247	891	1,751	6,176	1,115
Trimble	5,805	2,180	810		27	94	763
Union	87,442	20,001	3,968	13,959	2,359	23,046	4,076
Warren	740,977	111,032	56,029	125,388	32,531	148,688	26,764
Bowling Green	690,894	105,350	52,242	111,672	32,342	144,697	25,305
Washington	29,860	12,963	2,631	711	355	6,254	1,665
Wayne	59,016	20,810	4,544	2,840	1,972	6,075	4,908
Webster	66,963	16,897	781	2,248	1,560	28,216	3,520
Whitley	238,430	32,732	23,970	23,830	9,690	51,027	10,452
Wolfe	16,273	7,630	682	1,292	282	2,509	774
TOTAL METRO COUNTIES	**13,042,987**	**2,263,499**	**1,418,045**	**1,879,675**	**661,859**	**2,769,142**	**590,584**
TOTAL STATE	**23,860,802**	**4,810,340**	**2,229,881**	**3,268,806**	**1,019,984**	**5,144,769**	**1,078,823**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
CLARKSVILLE–HOPKINSVILLE	**1,742,055**	**21,057**	**28.1**	**27.5**	**14.1**	**11.0**	**.0556**
Christian	685,395	18,970	30.7	24.2	12.6	10.6	.0214
• Hopkinsville	336,232	20,510	26.0	23.6	14.6	12.9	.0120
Montgomery, Tenn.	*1,056,660*	*22,389*	*26.4*	*29.6*	*15.0*	*11.2*	*.0342*
• Clarksville	*786,900*	*22,006*	*27.7*	*30.5*	*14.2*	*10.9*	*.0277*
SUBURBAN TOTAL	618,923	19,907	29.6	26.2	13.7	9.9	.0159
HUNTINGTON–ASHLAND	**3,266,105**	**20,583**	**23.8**	**26.8**	**14.7**	**9.7**	**.1031**
Boyd	572,655	21,976	21.9	26.2	16.6	10.7	.0200
• Ashland	289,032	19,749	23.2	24.1	14.0	11.3	.0127
Carter	188,523	15,029	27.0	24.5	9.2	5.1	.0063
Greenup	359,205	21,630	23.2	32.0	14.4	7.2	.0098
Lawrence, Ohio	*655,929*	*22,759*	*21.8*	*27.7*	*16.8*	*10.8*	*.0184*
Cabell, W. Va.	*1,046,712*	*19,352*	*26.0*	*25.5*	*13.3*	*9.7*	*.0371*
• Huntington	*593,456*	*17,044*	*27.1*	*23.6*	*10.8*	*9.0*	*.0215*
Wayne, W. Va.	*443,081*	*21,799*	*22.7*	*25.8*	*16.2*	*11.6*	*.0115*
SUBURBAN TOTAL	2,383,617	21,731	23.0	27.9	15.9	9.7	.0689
LEXINGTON-FAYETTE	**4,651,608**	**24,831**	**22.2**	**26.2**	**16.1**	**17.3**	**.1449**
Bourbon	182,089	17,928	26.3	25.9	10.7	9.1	.0057
Clark	365,398	25,311	19.4	25.4	17.7	16.6	.0110
Fayette	3,165,886	24,927	22.6	26.2	15.5	18.1	.1028
• Lexington-Fayette	3,165,886	24,927	22.6	26.2	15.5	18.1	.1028
Jessamine	381,761	25,966	20.7	27.8	18.5	16.6	.0106
Scott	277,721	24,483	22.4	28.4	18.0	12.6	.0077
Woodford	278,753	29,500	19.4	24.6	19.4	22.3	.0071
SUBURBAN TOTAL	1,485,722	24,641	21.4	26.5	17.1	15.5	.0421
LOUISVILLE	**12,430,176**	**25,860**	**20.8**	**27.7**	**17.7**	**16.0**	**.3720**
Bullitt	521,767	27,812	18.6	33.6	21.8	11.9	.0131
Jefferson	9,067,332	25,822	20.7	26.7	17.2	17.1	.2744
• Louisville	3,165,958	19,155	24.9	24.0	12.4	11.8	.1023
Oldham	473,846	34,023	16.8	24.6	22.4	25.6	.0120
Shelby	303,250	25,424	19.6	25.6	18.8	15.5	.0084
Clark, Ind.	*960,810*	*23,810*	*23.6*	*32.6*	*16.9*	*9.3*	*.0338*
Floyd, Ind.	*787,275*	*26,104*	*20.7*	*29.3*	*18.8*	*14.6*	*.0213*
• New Albany	*436,452*	*23,091*	*23.3*	*29.3*	*15.9*	*11.5*	*.0136*
Harrison, Ind.	*315,896*	*23,996*	*23.4*	*32.7*	*16.6*	*10.3*	*.0090*
SUBURBAN TOTAL	8,827,766	29,098	18.7	29.5	20.2	18.3	.2561
OWENSBORO	**990,040**	**22,824**	**22.9**	**27.0**	**17.1**	**11.6**	**.0322**
Daviess	990,040	22,824	22.9	27.0	17.1	11.6	.0322
• Owensboro	622,964	21,012	24.6	25.9	15.7	10.7	.0229
SUBURBAN TOTAL	367,076	26,296	19.8	29.1	19.8	13.4	.0093

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
OTHER COUNTIES							
Adair	127,379	14,877	29.6	23.0	8.3	5.7	.0041
Allen	149,214	18,610	25.4	21.9	15.6	9.5	.0044
Anderson	186,883	27,471	20.4	29.3	20.0	16.8	.0050
Ballard	87,324	20,544	22.6	23.9	15.2	12.0	.0028
Barren	366,280	20,615	23.4	27.2	14.4	9.7	.0116
Bath	86,141	16,314	28.8	22.7	10.5	8.0	.0026
Bell	250,126	14,261	28.4	21.3	8.9	5.5	.0097
☐ Boone	753,615	30,707	17.2	29.8	23.9	17.4	.0283
Boyle	298,655	22,172	23.8	25.6	16.2	12.8	.0101
Bracken	76,889	20,388	24.0	28.9	12.7	9.3	.0019
Breathitt	104,664	11,478	22.9	17.7	8.6	5.1	.0042
Breckinridge	142,877	15,812	30.5	21.5	10.9	6.3	.0046
Butler	95,899	16,524	25.8	26.2	10.4	5.8	.0027
Caldwell	131,986	17,855	26.6	25.4	12.7	7.4	.0046
Calloway	314,076	18,393	27.7	26.3	11.5	8.1	.0109
☐ Campbell	1,129,797	28,638	19.5	25.8	20.2	19.4	.0304
Carlisle	57,729	19,795	25.7	24.8	12.5	12.3	.0015
Carroll	96,509	20,189	24.5	25.5	13.1	11.8	.0032
Casey	97,032	12,598	32.5	18.5	5.7	3.4	.0032
Clay	157,720	13,545	27.4	18.9	8.6	7.0	.0057
Clinton	67,012	12,891	32.4	17.2	6.0	5.2	.0023
Crittenden	102,454	21,338	21.4	23.6	16.4	12.6	.0027
Cumberland	61,597	14,862	28.6	20.1	10.7	6.3	.0019
Edmonson	83,052	15,967	29.8	25.4	9.0	5.1	.0024
Elliott	33,474	10,356	29.2	16.6	4.9	.7	.0013
Estill	120,983	16,120	24.8	23.6	12.9	5.0	.0038
Fleming	102,514	15,986	28.7	23.2	9.2	5.9	.0036
Floyd	367,654	17,160	27.3	25.9	11.6	6.0	.0128
Franklin	599,187	25,591	23.5	27.4	17.7	16.6	.0172
Fulton	73,805	15,227	20.5	24.6	11.5	5.2	.0028
Gallatin	45,063	16,478	23.7	26.7	10.6	5.7	.0012
Garrard	104,299	17,920	26.5	26.7	12.8	5.8	.0029
Grant	158,189	22,798	22.0	30.0	17.5	8.5	.0051
Graves	381,463	21,452	22.7	27.3	14.6	11.2	.0114
Grayson	183,177	16,172	26.9	24.2	9.3	7.0	.0057
Green	92,706	16,343	27.0	26.0	9.0	5.7	.0027
Hancock	97,355	27,914	18.0	21.8	22.4	19.6	.0023
Hardin	1,072,741	22,569	27.0	29.7	14.3	12.2	.0333
Harlan	320,991	16,454	26.0	23.4	13.0	6.9	.0103
Harrison	152,867	18,358	25.6	26.1	11.8	8.3	.0048

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Hart	129,844	14,574	27.5	22.1	8.1	6.1	.0039
☐ Henderson	549,526	25,413	21.5	28.5	18.4	13.9	.0166
● Henderson	336,688	23,569	23.0	27.0	16.8	13.2	.0121
Henry	145,631	22,408	22.4	27.0	15.8	12.4	.0042
Hickman	52,966	16,955	23.9	25.4	11.6	6.7	.0014
Hopkins	543,416	22,683	23.2	24.6	16.8	13.4	.0165
Jackson	73,591	10,935	30.0	15.8	4.5	3.3	.0023
Johnson	211,305	16,949	23.7	22.5	12.8	8.7	.0072
☐ Kenton	1,822,656	27,192	20.3	27.0	19.2	16.9	.0507
Covington	465,781	19,254	25.7	25.0	13.6	9.7	.0159
Knott	165,284	17,937	24.3	22.8	12.5	10.8	.0046
Knox	211,386	12,951	27.1	19.3	8.8	4.8	.0081
Larue	104,416	17,010	28.3	26.4	10.6	5.6	.0030
Laurel	384,662	18,040	28.4	26.8	11.4	6.8	.0128
Lawrence	128,676	15,530	26.7	18.9	10.5	12.0	.0039
Lee	55,558	13,125	32.8	20.3	5.6	5.2	.0019
Leslie	136,629	18,808	25.1	19.6	14.9	13.1	.0036
Letcher	251,603	18,141	27.0	23.2	13.6	9.4	.0076
Lewis	95,705	14,513	29.6	22.6	8.3	4.1	.0029
Lincoln	152,743	14,679	29.9	22.8	8.4	4.3	.0048
Livingston	92,145	19,481	27.7	27.9	13.8	7.2	.0024
Logan	237,046	18,883	26.5	27.2	12.6	7.3	.0070
Lyon	62,447	19,509	23.8	26.3	13.3	9.2	.0017
McCracken	794,525	23,264	21.4	25.8	16.8	13.5	.0273
McCreary	92,197	11,306	30.2	17.6	5.2	2.8	.0032
McLean	95,593	19,641	21.5	26.4	14.5	8.5	.0025
Madison	636,797	21,642	23.9	25.7	14.3	13.6	.0195
Magoffin	86,374	12,415	25.9	18.8	9.8	4.2	.0028
Marion	150,969	18,866	28.3	27.6	12.4	7.4	.0044
Marshall	312,692	22,644	23.5	28.4	16.8	10.2	.0093
Martin	126,281	20,185	20.2	18.9	15.7	15.7	.0038
Mason	179,378	20,569	23.9	26.7	14.7	9.9	.0061
Meade	215,803	20,896	30.3	33.4	11.8	7.0	.0065
Menifee	34,337	13,941	27.0	24.9	8.4	1.9	.0011
Mercer	215,676	22,594	22.2	26.4	16.8	11.9	.0060

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Metcalfe	63,129	11,369	29.6	16.2	5.8	3.2	.0021
Monroe	86,656	12,886	28.5	20.1	6.8	3.6	.0030
Montgomery	178,617	17,641	28.0	26.7	9.2	7.8	.0065
Morgan	77,955	11,728	29.2	16.5	6.3	5.0	.0028
Muhlenberg	335,680	21,243	25.1	25.1	15.5	11.7	.0100
Nelson	305,838	21,850	24.4	29.2	15.0	9.9	.0092
Nicholas	62,973	17,294	28.7	24.4	10.8	7.7	.0016
Ohio	215,996	21,070	22.6	24.9	17.5	9.7	.0064
Owen	84,843	17,568	26.2	22.6	12.4	9.2	.0025
Owsley	33,906	13,277	32.2	19.2	6.6	4.1	.0011
Pendleton	115,404	20,710	23.5	29.7	14.3	7.6	.0032
Perry	321,381	21,488	23.5	22.3	15.5	14.8	.0102
Pike	619,734	17,488	27.0	27.2	11.1	5.9	.0224
Powell	91,659	16,311	29.9	24.5	10.3	5.4	.0028
Pulaski	436,017	15,078	28.8	22.2	9.9	6.2	.0164
Robertson	15,625	15,400	30.4	25.3	7.4	2.9	.0005
Rockcastle	107,288	13,611	30.0	19.9	6.8	4.7	.0034
Rowan	167,959	15,624	26.4	24.0	8.9	7.8	.0060
Russell	137,129	15,095	29.3	21.4	7.7	8.1	.0043
Simpson	183,062	23,296	22.0	25.1	17.9	13.8	.0054
Spencer	71,871	23,352	20.6	28.3	15.7	12.4	.0018
Taylor	241,648	22,500	22.8	27.0	16.8	10.9	.0073
Todd	107,886	17,963	27.2	23.1	12.2	10.0	.0029
Trigg	98,552	17,439	28.7	24.6	11.6	6.6	.0029
Trimble	73,146	23,959	21.7	27.4	17.0	14.3	.0016
Union	161,687	22,460	22.0	27.4	15.9	11.0	.0050
Warren	834,279	20,589	25.2	27.3	14.0	10.0	.0304
Bowling Green	447,376	18,096	27.7	24.1	11.5	9.5	.0211
Washington	97,142	18,452	24.8	25.8	11.6	9.1	.0027
Wayne	118,046	12,821	30.1	21.0	4.7	3.6	.0041
Webster	146,062	19,614	24.3	23.3	15.2	10.8	.0043
Whitley	295,970	15,731	28.3	22.3	10.8	7.5	.0108
Wolfe	51,021	13,405	29.6	17.3	8.3	6.1	.0016
TOTAL METRO COUNTIES	**22,069,215**	**25,359**	**21.3**	**26.9**	**17.4**	**16.1**	**.6685**
TOTAL STATE	**41,231,017**	**21,454**	**23.7**	**25.8**	**14.9**	**12.3**	**1.2793**

Louisiana

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ALEXANDRIA	**131.0**	**.0522**	**31.5**	**10.1**	**16.4**	**19.3**	**25.0**	**45.7**
Rapides	131.0	.0522	31.5	10.1	16.4	19.3	25.0	45.7
● Alexandria	49.0	.0195	32.0	9.8	15.4	16.0	27.4	18.1
SUBURBAN TOTAL	82.0	.0327	31.3	10.3	16.8	20.1	23.7	27.6
BATON ROUGE	**528.2**	**.2105**	**29.9**	**12.6**	**17.4**	**21.0**	**20.2**	**188.3**
Ascension	58.5	.0233	29.2	10.4	17.6	20.9	18.9	19.4
East Baton Rouge	379.4	.1512	30.0	13.6	17.4	20.9	20.4	138.4
● Baton Rouge	219.1	.0874	30.3	16.2	16.3	19.0	23.3	83.2
Livingston	70.9	.0282	30.1	9.8	16.9	21.8	19.8	23.9
West Baton Rouge	19.4	.0078	30.4	10.6	17.6	20.3	21.5	6.6
SUBURBAN TOTAL	309.1	.1231	29.6	10.2	18.0	22.4	17.9	105.1
HOUMA–THIBODAUX	**182.2**	**.0726**	**29.4**	**11.0**	**17.1**	**19.6**	**20.8**	**60.4**
Lafourche	85.6	.0341	29.6	12.0	16.9	19.3	21.5	28.7
● Thibodaux	14.0	.0056	29.2	17.8	15.0	16.3	25.0	4.9
Terrebonne	96.6	.0385	29.2	10.2	17.2	19.9	20.1	31.7
● Houma	30.4	.0121	30.9	9.5	16.2	19.0	24.3	10.6
SUBURBAN TOTAL	137.8	.0549	29.1	10.7	17.6	20.1	19.5	44.9
LAFAYETTE	**208.0**	**.0830**	**29.6**	**11.6**	**18.5**	**20.0**	**20.0**	**74.8**
Lafayette	164.1	.0653	29.7	11.9	18.7	20.2	19.8	60.2
● Lafayette	94.1	.0375	30.4	13.9	17.6	20.0	21.9	36.2
St. Martin	43.9	.0175	29.1	10.4	16.8	19.2	21.0	14.6
SUBURBAN TOTAL	113.9	.0455	28.9	9.7	19.0	20.0	18.5	38.6

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ALEXANDRIA	**1,014,850**	**221,639**	**71,504**	**190,902**	**33,016**	**201,812**	**35,142**
Rapides	1,014,850	221,639	71,504	190,902	33,016	201,812	35,142
● Alexandria	777,625	132,541	54,514	160,243	23,924	174,972	24,044
SUBURBAN TOTAL	237,225	89,098	16,990	30,659	9,092	26,840	11,098
BATON ROUGE	**4,099,423**	**1,058,964**	**319,999**	**620,074**	**199,752**	**851,046**	**151,715**
Ascension	376,642	97,398	23,224	43,316	9,939	115,069	14,303
East Baton Rouge	3,382,152	832,947	282,954	537,244	182,501	682,531	122,360
● Baton Rouge	2,864,130	657,306	239,238	494,466	161,274	611,263	89,627
Livingston	256,500	94,334	12,627	35,969	5,918	33,607	13,646
West Baton Rouge	84,129	34,285	1,194	3,545	1,394	19,839	1,406
SUBURBAN TOTAL	1,235,293	401,658	80,761	125,608	38,478	239,783	62,088
HOUMA–THIBODAUX	**1,154,031**	**349,090**	**95,834**	**167,452**	**32,270**	**209,537**	**60,050**
Lafourche	437,856	165,185	26,383	57,109	10,081	63,770	26,264
● Thibodaux	217,388	76,791	15,220	26,810	5,425	43,603	11,691
Terrebonne	715,175	183,905	69,451	110,343	22,189	145,767	33,786
● Houma	392,572	122,765	30,770	72,472	12,137	43,729	27,764
SUBURBAN TOTAL	544,071	149,534	49,844	68,170	14,708	122,205	20,595
LAFAYETTE	**1,606,519**	**424,742**	**163,726**	**259,065**	**51,342**	**279,553**	**58,168**
Lafayette	1,463,123	367,170	149,503	240,480	50,664	258,933	52,291
● Lafayette	1,316,609	320,903	136,616	214,133	44,463	255,182	45,350
St. Martin	143,396	57,572	14,223	18,585	678	20,620	5,877
SUBURBAN TOTAL	289,910	103,839	27,110	44,932	6,879	24,371	12,818

METRO & COUNTY TOTALS

LA. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
LAKE CHARLES	**168.1**	**.0670**	**31.5**	**10.0**	**16.2**	**20.0**	**24.3**	**60.3**	**1,189,466**	**340,903**	**94,301**	**191,191**	**36,965**	**209,918**	**50,011**
Calcasieu	168.1	.0670	31.5	10.0	16.2	20.0	24.3	60.3	1,189,466	340,903	94,301	191,191	36,965	209,918	50,011
• Lake Charles	70.6	.0281	32.2	11.1	15.8	18.6	27.0	26.8	824,936	195,381	71,631	144,989	31,510	157,613	35,300
SUBURBAN TOTAL	97.5	.0389	31.0	9.1	16.6	21.1	22.4	33.5	364,530	145,522	22,670	46,202	5,455	52,305	14,711
MONROE	**141.9**	**.0566**	**30.2**	**12.4**	**15.5**	**18.9**	**23.6**	**50.4**	**1,257,237**	**269,302**	**110,070**	**180,871**	**57,819**	**317,978**	**50,531**
Ouachita	141.9	.0566	30.2	12.4	15.5	18.9	23.6	50.4	1,257,237	269,302	110,070	180,871	57,819	317,978	50,531
• Monroe	54.8	.0218	28.0	14.9	14.2	15.8	24.3	19.1	855,779	146,629	75,832	112,099	49,539	288,115	25,163
SUBURBAN TOTAL	87.1	.0348	31.4	10.8	16.4	20.8	23.2	31.3	401,458	122,673	34,238	68,772	8,280	29,863	25,368
NEW ORLEANS	**1,236.3**	**.4930**	**31.8**	**10.1**	**17.1**	**21.2**	**23.4**	**454.0**	**9,782,747**	**2,259,980**	**1,090,640**	**1,147,134**	**458,547**	**1,783,843**	**461,719**
Jefferson	447.8	.1786	32.3	10.0	17.7	22.1	23.2	166.2	4,511,822	1,033,424	438,518	606,493	260,097	980,775	181,145
Kenner	72.0	.0287	30.2	10.4	18.3	23.8	17.5	25.0	640,114	88,144	76,530	125,079	12,921	160,567	23,364
Orleans	492.5	.1963	31.7	11.2	16.7	19.5	24.9	186.5	3,397,967	720,505	507,517	304,621	143,312	510,966	185,567
• New Orleans	492.5	.1963	31.7	11.2	16.7	19.5	24.9	186.5	3,397,967	720,505	507,517	304,621	143,312	510,966	185,567
St. Bernard	66.6	.0266	32.6	9.9	16.5	20.6	25.5	23.1	395,825	161,490	31,479	46,436	4,790	32,404	23,366
St. Charles	42.7	.0170	30.0	8.8	19.0	21.2	19.2	14.4	128,740	54,497	10,295	6,839	3,328	12,222	8,590
St. John the Baptist	40.3	.0161	28.5	9.0	19.0	20.6	17.1	12.8	197,598	57,380	19,236	30,293	6,097	32,000	9,719
St. Tammany	146.4	.0584	32.2	7.7	16.2	24.2	21.3	51.0	1,150,795	332,684	83,595	152,452	40,923	215,476	53,332
• Slidell	24.4	.0097	34.1	8.3	14.0	24.4	24.4	8.4	599,594	154,581	41,723	102,573	22,853	101,059	27,597
SUBURBAN TOTAL	719.4	.2870	31.9	9.5	17.6	22.1	22.4	259.1	5,785,186	1,484,894	541,400	739,940	292,382	1,171,818	248,555
SHREVEPORT	**333.0**	**.1328**	**32.1**	**9.6**	**16.1**	**20.0**	**25.4**	**123.5**	**2,631,084**	**513,825**	**228,540**	**398,185**	**149,347**	**556,737**	**114,359**
Bossier	86.0	.0343	30.8	10.3	17.8	20.5	21.9	30.7	579,623	130,432	62,812	98,444	18,770	105,695	23,006
• Bossier City	52.7	.0210	30.1	11.4	18.4	19.6	21.4	19.0	503,913	94,613	56,884	80,510	17,590	101,166	20,515
Caddo	247.0	.0985	32.7	9.4	15.5	19.8	26.6	92.8	2,051,461	383,393	165,728	299,741	130,577	451,042	91,353
• Shreveport	197.5	.0787	32.5	9.7	15.5	19.5	26.7	75.3	1,889,838	353,876	155,600	266,261	119,033	427,714	87,347
SUBURBAN TOTAL	82.8	.0331	32.7	8.4	15.8	21.4	25.0	29.2	237,333	65,336	16,056	51,414	12,724	27,357	6,497
OTHER COUNTIES															
Acadia	55.5	.0221	30.5	9.3	15.6	18.3	24.6	19.2	218,189	107,283	12,612	23,868	6,194	16,357	12,577
Allen	21.4	.0086	32.6	8.9	15.9	19.6	26.6	7.1	81,999	26,201	5,334	12,081	1,104	14,700	4,835
Assumption	22.6	.0090	29.8	10.5	15.9	19.2	22.4	7.3	63,446	26,892	2,641	7,237	2,104	13,971	3,756
Avoyelles	38.9	.0155	32.7	9.2	14.5	18.3	28.4	13.4	161,856	59,889	7,914	15,817	5,356	29,019	14,452
Beauregard	30.0	.0120	31.6	10.0	15.9	20.6	24.0	10.3	160,817	25,311	11,652	31,141	3,744	48,551	4,629
Bienville	15.9	.0063	34.7	8.6	13.3	17.0	32.7	5.8	53,053	24,198	3,208	984	275	14,247	1,759
Caldwell	9.7	.0039	33.6	8.8	14.2	18.9	29.1	3.5	49,076	20,134	1,420	3,372	1,012	18,631	459
Cameron	9.2	.0037	30.7	9.2	17.5	18.5	23.9	3.1	29,744	18,566	805	1,369	374	214	1,151
Catahoula	10.9	.0043	32.2	8.6	14.7	18.1	27.8	3.9	37,070	10,974	931	3,106	647	6,798	4,212
Claiborne	17.4	.0069	34.8	9.7	14.8	18.0	31.8	6.1	65,988	24,869	3,427	11,598	733	9,824	3,305
Concordia	20.5	.0082	32.2	8.9	14.1	18.7	27.4	7.2	72,004	15,349	7,393	7,680	2,600	16,030	3,827
De Soto	25.2	.0101	32.5	9.1	14.6	18.5	27.8	9.1	88,687	28,388	4,272	12,438	1,699	17,128	4,759
East Carroll	9.6	.0039	28.2	9.5	13.0	15.1	26.1	3.1	36,054	16,865	1,178	2,184	574	3,549	2,712
East Feliciana	19.2	.0076	31.0	9.7	17.1	20.4	22.8	5.6	40,864	16,853	964	1,757	129	7,551	2,907
Evangeline	33.1	.0132	31.2	9.3	14.6	17.7	26.7	11.7	128,276	45,198	4,176	14,630	3,374	20,577	11,113
Franklin	22.2	.0089	32.4	9.2	13.4	17.6	28.9	7.7	104,211	31,440	4,086	15,572	2,127	27,455	2,761
Grant	17.5	.0069	32.1	9.2	15.3	18.8	26.7	6.3	32,760	13,438	611	8,261	7	2,432	1,855
Iberia	68.0	.0271	29.6	10.1	16.4	18.6	22.6	22.7	390,004	134,057	26,975	37,304	10,927	73,508	18,209
Iberville	30.9	.0124	30.5	10.6	17.2	19.4	22.9	9.8	144,701	50,811	8,679	14,637	2,750	39,917	6,255
Jackson	15.5	.0061	34.7	8.8	13.0	18.7	30.9	5.7	76,509	34,577	2,861	11,442	1,783	8,474	4,014
Jefferson Davis	30.5	.0121	31.5	8.8	15.2	18.1	26.5	10.6	173,623	42,172	16,396	21,496	1,102	37,146	10,415
La Salle	13.4	.0053	34.9	8.5	14.0	19.6	30.3	5.0	67,902	22,199	3,632	11,112	577	13,427	4,108
Lincoln	41.7	.0167	24.9	27.1	13.3	15.3	20.8	13.7	250,646	61,070	16,327	37,454	6,290	68,540	9,819
Madison	12.2	.0049	29.8	8.9	13.0	17.4	25.8	4.2	70,722	24,311	9,325	3,774	782	6,347	3,379
Morehouse	31.8	.0127	32.0	9.3	14.0	17.6	28.2	10.9	161,208	39,914	7,199	21,062	2,024	50,210	10,864
Natchitoches	36.3	.0145	29.2	14.2	13.3	17.3	25.0	12.5	209,203	70,634	14,676	25,452	7,706	39,578	11,619
Plaquemines	25.5	.0102	29.4	10.6	17.9	19.2	20.7	8.2	177,184	56,168	12,841	58,656	1,520	2,816	3,364
Pointe Coupee	22.4	.0089	31.7	9.2	15.5	18.8	26.0	7.7	79,932	32,234	3,195	5,110	1,061	20,700	6,054
Red River	9.3	.0037	31.8	9.0	14.2	17.1	28.4	3.3	42,930	9,073	1,740	3,203	307	7,343	2,962
Richland	20.4	.0082	32.1	8.9	14.3	16.9	28.9	7.0	95,819	27,052	10,246	10,488	1,366	25,495	5,717
Sabine	22.5	.0089	34.6	8.4	13.3	18.1	31.5	8.3	107,845	34,272	4,645	15,935	2,194	18,335	4,565
St. Helena	9.8	.0039	30.6	10.1	14.7	18.3	25.2	3.3	7,212	3,720	176	495	113	412	533
St. James	20.8	.0083	29.5	10.6	16.7	18.6	22.1	6.4	69,592	34,670	4,183	2,508	1,807	8,122	2,878
St. Landry	79.7	.0318	30.9	9.4	14.8	18.0	25.9	27.3	365,494	125,199	22,492	51,678	7,523	60,708	30,116
St. Mary	57.1	.0227	29.5	10.0	16.9	18.9	21.8	19.1	263,660	100,306	18,701	39,255	5,933	35,716	15,493
Tangipahoa	85.6	.0341	30.0	11.9	15.1	19.4	23.1	29.6	653,431	195,944	45,713	69,391	19,508	142,531	24,559
Tensas	7.0	.0028	32.4	7.6	13.2	17.5	29.0	2.5	16,904	9,614	325	730	96	697	249
Union	20.6	.0082	34.5	8.8	13.7	19.2	30.1	7.5	65,697	25,732	2,283	9,351	301	11,861	4,940
Vermilion	49.9	.0199	31.4	8.9	15.7	18.2	26.2	17.7	213,841	72,539	12,827	20,409	3,277	41,139	14,529
Vernon	62.4	.0249	24.6	21.6	19.9	15.3	13.7	19.3	217,726	62,522	23,742	34,809	10,091	34,244	6,266
Washington	43.0	.0172	33.3	8.8	14.8	19.4	28.1	15.4	201,694	66,364	12,441	22,764	5,269	28,045	14,424
Webster	41.8	.0166	34.8	8.5	14.2	18.7	31.1	15.8	255,967	58,460	14,337	25,369	11,619	70,224	8,084
West Carroll	12.0	.0047	34.3	8.3	13.5	18.5	30.5	4.4	120,875	17,881	2,348	52,094	210	[illegible]	2,615
West Feliciana	12.9	.0052	32.9	9.0	26.7	27.8	16.7	2.7	29,614	14,225	2,675	1,250	415	2,633	912
Winn	16.2	.0065	33.6	9.7	14.4	19.0	28.9	5.8	88,614	32,024	4,085	14,655	1,093	18,292	4,213
TOTAL METRO COUNTIES	**2,928.7**	**1.1677**	**31.1**	**10.8**	**16.9**	**20.6**	**22.8**	**1,057.4**	**22,735,357**	**5,538,445**	**2,174,614**	**3,154,874**	**1,019,058**	**4,410,424**	**981,695**
TOTAL STATE	**4,206.7**	**1.6773**	**31.0**	**10.8**	**16.5**	**19.9**	**23.5**	**1,494.2**	**28,778,000**	**7,508,042**	**2,552,303**	**3,949,852**	**1,158,755**	**5,566,056**	**1,293,919**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ALEXANDRIA	**1,341,216**	**20,550**	**24.2**	**24.7**	**14.3**	**12.2**	**.0464**
Rapides	1,341,216	20,550	24.2	24.7	14.3	12.2	.0464
• Alexandria	504,121	18,300	25.3	22.2	11.9	12.3	.0240
SUBURBAN TOTAL	837,095	22,007	23.6	26.3	15.9	12.1	.0224
BATON ROUGE	**6,692,889**	**28,110**	**18.5**	**23.1**	**18.8**	**20.9**	**.2057**
Ascension	641,916	29,000	18.0	21.5	22.8	17.8	.0200
East Baton Rouge	5,097,495	28,471	18.5	22.4	18.0	22.7	.1592
• Baton Rouge	2,871,232	23,629	21.4	22.4	14.3	19.8	.1061
Livingston	732,686	26,321	19.2	27.7	19.8	13.7	.0204
West Baton Rouge	220,791	26,804	18.3	23.8	18.7	18.6	.0061
SUBURBAN TOTAL	3,821,657	31,495	16.3	23.5	22.3	21.9	.0996

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
HOUMA-THIBODAUX	**2,098,447**	**28,350**	**17.8**	**27.0**	**19.9**	**17.9**	**.0635**
Lafourche	969,060	27,024	18.4	27.7	19.5	16.0	.0278
• Thibodaux	151,028	21,939	23.7	24.5	14.9	14.6	.006
Terrebonne	1,129,387	29,551	17.2	26.1	20.4	19.6	.0357
• Houma	370,173	27,049	18.2	24.8	17.7	19.2	.0142
SUBURBAN TOTAL	1,577,246	29,237	17.0	27.9	21.0	17.9	.0424
LAFAYETTE	**2,525,718**	**25,821**	**20.5**	**26.2**	**16.8**	**17.4**	**.0793**
Lafayette	2,109,495	26,662	20.6	25.8	17.1	18.7	.0675
• Lafayette	1,248,755	23,961	22.2	24.3	14.9	18.1	.0472
St. Martin	416,223	22,976	20.0	27.6	16.0	11.9	.0118
SUBURBAN TOTAL	1,276,963	27,339	18.9	28.0	18.7	16.7	.0321

To Get To New Orleans
You Have To Pass Through Customs

New Orleans is a city steeped in tradition. And for over 150 years, people in New Orleans have customarily begun their mornings with a piping-hot cup of strong coffee and a copy of The Times-Picayune.

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For information about the New Orleans market and The Times-Picayune, contact Robert O'Neill at (504) 826-3070.

The Times-Picayune's Weekly Coverage of the New Orleans market:*

Sunday
726,000 metro adults 77%

Daily
607,000 metro adults 64%

*Source: Belden CMS, March -Dec. 1990

The Times-Picayune

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LA. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: A	B	C	D	Buying Power Index
			(A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				
LAKE CHARLES	**1,977,054**	**27,337**	**19.2**	**26.4**	**19.7**	**16.2**	**.0615**
Calcasieu	1,977,054	27,337	19.2	26.4	19.7	16.2	.0615
• Lake Charles	837,580	24,324	21.2	25.8	17.0	15.1	.0313
SUBURBAN TOTAL	1,139,474	29,620	17.8	27.0	21.8	17.0	.0302
MONROE	**1,415,569**	**20,020**	**22.7**	**23.6**	**14.9**	**11.6**	**.0525**
Ouachita	1,415,569	20,020	22.7	23.6	14.9	11.6	.0525
• Monroe	494,136	14,867	24.2	18.8	10.7	10.7	.0256
SUBURBAN TOTAL	921,433	23,299	21.[illegible]	26.4	17.6	12.1	.0269
NEW ORLEANS	**15,171,433**	**25,409**	**20.2**	**24.8**	**17.0**	**17.6**	**.4778**
Jefferson	5,948,289	29,615	18.7	28.4	20.6	18.9	.1956
Kenner	914,775	30,951	17.5	29.5	22.6	19.5	.0294
Orleans	5,634,366	19,227	22.8	21.3	12.0	15.3	.1761
• New Orleans	5,634,366	19,227	22.8	21.3	12.0	15.3	.1761
St. Bernard	690,203	26,019	22.1	32.1	20.1	10.5	.0218
St. Charles	488,018	29,727	15.3	26.2	22.6	18.0	.0125
St. John the Baptist	488,789	32,879	15.2	21.3	21.2	25.7	.0136
St. Tammany	1,921,768	30,577	17.4	23.3	19.6	23.2	.0582
• Slidell	349,919	37,300	12.1	22.5	24.6	29.5	.0169
SUBURBAN TOTAL	9,187,148	29,316	18.6	27.5	20.4	18.9	.2848
SHREVEPORT	**3,887,800**	**23,187**	**22.4**	**26.4**	**15.4**	**14.6**	**.1258**
Bossier	866,922	22,300	25.2	29.8	16.1	9.3	.0290
• Bossier City	536,769	22,230	27.0	30.8	16.0	8.6	.0202
Caddo	3,020,878	23,519	21.5	25.3	15.1	16.3	.0968
• Shreveport	2,428,726	22,997	21.9	24.9	14.6	16.2	.0818
SUBURBAN TOTAL	922,305	24,388	20.6	27.6	17.0	14.1	.0238
OTHER COUNTIES							
Acadia	532,342	19,698	22.9	24.5	13.7	11.2	.0156
Allen	163,158	16,968	20.5	24.3	13.3	7.2	.0055
Assumption	219,559	23,411	20.5	23.2	17.1	15.5	.0061
Avoyelles	267,377	13,501	26.8	20.5	7.5	5.6	.0096
Beauregard	310,127	22,175	20.6	24.4	14.8	14.9	.0094
Bienville	136,042	15,926	22.7	21.9	10.9	9.5	.0041
Caldwell	82,097	15,178	24.[illegible]	20.9	10.2	8.4	.0028
Cameron	100,295	25,234	22.1	23.2	18.5	16.2	.0026
Catahoula	78,070	12,723	25.7	18.3	7.5	6.5	.0026
Claiborne	160,300	18,078	22.7	21.7	13.1	11.9	.0047
Concordia	185,361	17,567	21.5	20.2	14.4	11.1	.0055
De Soto	214,713	15,974	23.6	21.8	11.4	8.2	.0065
East Carroll	50,093	9,086	23.2	12.8	6.1	4.8	.0022
East Feliciana	168,364	22,559	20.9	25.8	16.0	13.1	.0046
Evangeline	274,008	15,466	22.3	21.7	10.9	8.7	.0087
Franklin	136,898	11,736	26.2	18.1	6.7	4.3	.0054
Grant	155,578	17,782	22.7	22.2	13.4	10.1	.0042
Iberia	729,870	25,248	19.5	28.4	18.2	13.9	.0223
Iberville	333,449	24,267	19.5	19.3	15.9	21.1	.0096
Jackson	134,643	16,936	23.3	22.0	14.7	6.9	.0045
Jefferson Davis	272,057	19,796	21.2	26.6	14.6	8.4	.0092
La Salle	136,611	19,639	22.4	22.8	15.1	11.4	.0043
Lincoln	445,669	21,576	21.8	21.2	14.3	17.4	.0138
Madison	74,146	10,562	27.2	14.3	5.6	4.7	.0032
Morehouse	224,810	12,827	22.7	19.3	9.4	7.0	.0084
Natchitoches	279,170	14,969	24.2	22.4	9.2	7.6	.0104
Plaquemines	253,447	25,756	20.0	26.4	18.4	15.0	.0085
Pointe Coupee	222,420	20,242	19.3	20.7	14.8	14.9	.0064
Red River	79,375	17,181	22.6	21.7	11.5	10.5	.0026
Richland	134,811	11,662	21.7	19.8	8.3	4.9	.0051
Sabine	208,824	18,234	24.3	24.3	11.5	9.8	.0066
St. Helena	89,464	17,837	25.6	20.9	9.9	13.8	.0021
St. James	242,524	32,014	17.3	16.9	18.2	28.3	.0063
St. Landry	636,476	16,394	22.5	23.3	11.5	8.1	.0214
St. Mary	601,108	25,268	20.5	28.2	17.1	14.2	.0176
Tangipahoa	821,286	18,637	24.4	21.6	13.8	11.8	.0294
Tensas	45,690	10,433	24.3	13.6	7.1	6.1	.0015
Union	205,039	19,367	22.9	24.3	13.4	11.1	.0057
Vermilion	530,587	21,695	22.2	22.9	15.4	14.7	.0151
Vernon	494,333	15,811	34.9	23.9	9.2	5.4	.0157
Washington	372,302	16,856	23.9	22.3	11.6	9.6	.0121
Webster	443,030	20,589	21.4	23.8	14.7	12.5	.0139
West Carroll	81,339	11,267	22.2	17.5	6.6	7.2	.0041
West Feliciana	108,181	21,500	18.2	19.5	13.7	19.2	.0031
Winn	121,829	14,573	24.2	20.9	10.2	6.7	.0044
TOTAL METRO COUNTIES	**35,110,126**	**25,356**	**20.2**	**25.0**	**17.2**	**17.2**	**1.1125**
TOTAL STATE	**46,666,998**	**23,167**	**21.0**	**24.3**	**16.0**	**15.4**	**1.4799**

Maine

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
BANGOR	**147.5**	**.0588**	**32.5**	**13.1**	**16.5**	**21.0**	**24.9**	**54.4**
Penobscot	147.5	.0588	32.5	13.1	16.5	21.0	24.9	54.4
• Bangor	33.4	.0133	32.5	13.7	18.9	19.9	25.3	13.5
SUBURBAN TOTAL	114.1	.0455	32.5	12.9	15.9	21.3	24.7	40.9
LEWISTON–AUBURN	**106.1**	**.0423**	**32.9**	**10.7**	**16.9**	**20.1**	**26.4**	**40.4**
Androscoggin	106.1	.0423	32.9	10.7	16.9	20.1	26.4	40.4
• Auburn	24.5	.0098	33.8	9.6	16.9	20.3	27.7	9.6
• Lewiston	40.1	.0160	33.7	13.6	15.6	17.7	30.2	16.0
SUBURBAN TOTAL	41.5	.0165	31.8	8.4	18.2	22.3	21.9	14.8
PORTLAND	**245.3**	**.0978**	**33.7**	**10.7**	**18.0**	**22.2**	**25.5**	**95.4**
Cumberland	245.3	.0978	33.7	10.7	18.0	22.2	25.5	95.4
• Portland	64.9	.0259	33.1	12.6	21.4	19.6	26.3	28.5
SUBURBAN TOTAL	180.4	.0719	34.0	10.0	16.7	23.1	25.3	66.9
OTHER COUNTIES								
Aroostook	86.6	.0345	33.4	10.1	16.7	20.8	26.5	31.2
Franklin	29.3	.0117	32.9	11.6	15.2	21.3	25.5	10.9
Hancock	47.4	.0189	35.9	8.7	15.6	22.2	29.5	18.5

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
BANGOR	**1,349,536**	**313,574**	**101,580**	**143,298**	**54,850**	**328,991**	**37,956**
Penobscot	1,349,536	313,574	101,580	143,298	54,850	328,991	37,956
• Bangor	742,821	146,391	64,208	109,956	33,799	201,339	14,732
SUBURBAN TOTAL	606,715	167,183	37,372	33,342	21,051	127,652	23,224
LEWISTON–AUBURN	**820,621**	**218,826**	**72,710**	**95,031**	**26,219**	**202,253**	**24,045**
Androscoggin	820,621	218,826	72,710	95,031	26,219	202,253	24,045
• Auburn	386,102	91,707	27,210	31,648	9,771	155,449	7,363
• Lewiston	289,290	75,294	33,801	56,468	14,798	19,425	12,393
SUBURBAN TOTAL	145,229	51,825	11,699	6,915	1,650	27,379	4,289
PORTLAND	**3,114,787**	**539,210**	**280,617**	**263,153**	**116,546**	**470,952**	**79,051**
Cumberland	3,114,787	539,210	280,617	263,153	116,546	470,952	79,051
• Portland	705,654	173,042	119,112	28,237	34,919	95,040	28,330
SUBURBAN TOTAL	2,409,133	366,168	161,505	234,916	81,627	375,912	50,721
OTHER COUNTIES							
Aroostook	554,945	149,526	37,762	51,959	21,452	130,122	19,594
Franklin	210,316	63,309	18,319	13,859	6,382	50,098	6,058
Hancock	409,985	123,991	48,004	22,356	12,960	73,039	9,366

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Kennebec	116.8	.0465	34.3	10.0	15.7	22.1	26.8	44.2
Knox	36.6	.0146	37.2	7.3	14.5	22.7	31.0	14.5
Lincoln	30.8	.0123	37.5	6.7	14.0	22.9	31.2	12.1
Oxford	53.1	.0212	35.2	7.5	15.7	21.0	29.3	20.3
Piscataquis	18.8	.0075	36.7	7.2	13.9	21.7	30.9	7.3
Sagadahoc	34.1	.0136	32.7	8.9	18.6	22.7	23.0	12.8
Somerset	50.2	.0200	33.9	8.7	15.5	21.4	26.8	18.7
Waldo	33.4	.0133	34.7	8.3	14.9	22.8	26.8	12.6
Washington	35.4	.0141	35.8	8.8	14.3	20.3	30.8	13.5
York	166.9	.0666	33.7	8.6	17.4	22.3	25.4	62.7
TOTAL METRO COUNTIES	**498.9**	**.1989**	**33.2**	**11.4**	**17.3**	**21.4**	**25.6**	**190.2**
TOTAL STATE	**1,238.3**	**.4937**	**33.9**	**9.9**	**16.4**	**21.7**	**26.6**	**469.5**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Kennebec	1,026,722	251,479	81,337	103,198	35,935	250,051	30,792
Knox	297,776	89,121	24,243	24,050	11,192	52,022	9,234
Lincoln	229,866	61,998	25,334	5,718	5,949	45,525	6,269
Oxford	256,826	51,883	20,185	21,010	10,884	42,691	11,951
Piscataquis	103,699	31,176	7,790	15,703	4,773	17,294	4,583
Sagadahoc	208,602	77,220	16,161	10,907	5,774	47,829	6,129
Somerset	279,016	84,526	12,478	14,393	11,863	69,500	9,060
Waldo	149,837	40,789	14,455	17,555	3,997	28,601	4,743
Washington	208,753	70,077	13,994	14,168	6,035	22,921	6,885
York	1,177,896	246,908	176,047	48,830	56,023	278,705	32,111
TOTAL METRO COUNTIES	**5,284,944**	**1,071,610**	**454,907**	**501,482**	**197,615**	**1,002,196**	**141,052**
TOTAL STATE	**10,399,183**	**2,413,613**	**951,016**	**865,188**	**390,834**	**2,110,594**	**297,827**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BANGOR	**1,817,386**	**25,307**	**23.4**	**27.2**	**18.1**	**15.1**	**.0601**
Penobscot	1,817,386	25,307	23.4	27.2	18.1	15.1	.0601
• Bangor	444,920	22,622	25.9	25.8	15.0	14.8	0214
SUBURBAN TOTAL	1,372,466	26,220	22.5	27.6	19.2	15.2	.0387
LEWISTON–AUBURN	**1,350,243**	**25,416**	**23.1**	**28.7**	**17.9**	**14.9**	**.0415**
Androscoggin	1,350,243	25,416	23.1	28.7	17.9	14.9	.0415
• Auburn	323,280	24,995	22.8	27.6	16.3	16.4	.0130
• Lewiston	514,768	23,174	25.9	27.2	16.0	13.7	.0154
SUBURBAN TOTAL	512,195	27,685	20.4	31.1	20.9	15.1	.0131
PORTLAND	**3,801,028**	**29,780**	**19.5**	**26.1**	**19.4**	**22.3**	**.1255**
Cumberland	3,801,028	29,780	19.5	26.1	19.4	22.3	.1255
• Portland	972,164	24,047	24.2	25.4	15.8	16.8	0308
SUBURBAN TOTAL	2,828,864	32,307	17.5	26.4	20.9	24.7	.0947
OTHER COUNTIES							
Aroostook	948,166	22,450	26.1	30.5	14.3	11.4	.0297

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Franklin	358,419	24,637	24.4	27.5	17.9	14.6	.0110
Hancock	588,231	23,860	24.9	29.1	16.5	13.0	.0190
Kennebec	1,512,150	26,304	22.1	29.1	18.1	16.1	.0479
Knox	420,036	20,716	28.9	27.7	14.0	10.1	.0139
Lincoln	426,353	26,725	20.9	28.5	17.6	17.7	.0123
Oxford	638,336	23,746	24.7	30.0	16.1	12.9	.0176
Piscataquis	210,345	22,573	28.5	29.1	18.1	8.8	.0063
Sagadahoc	406,970	24,672	23.8	30.7	17.3	12.9	.0120
Somerset	522,227	20,833	28.0	29.7	13.7	8.5	.0162
Waldo	353,296	21,472	27.1	31.0	14.6	8.5	.0100
Washington	358,821	18,953	29.1	25.9	12.4	9.2	.0115
York	2,318,991	29,024	19.2	28.7	21.3	18.2	.0661
TOTAL METRO COUNTIES	**6,968,657**	**27,460**	**21.3**	**27.0**	**18.7**	**18.7**	**.2271**
TOTAL STATE	**16,030,998**	**25,652**	**22.8**	**28.3**	**17.8**	**15.8**	**.3006**

Use Our Influence

Sources: Circulation 1991; Sales & Marketing Management's Survey of Buying Power.

...our numbers are very convincing!

The Bangor Market wields enormous trade influence - evidenced in its Metro's per household retail sales which rank **#12 in the nation**. This retail vitality when compared with the total U.S. means 28% greater retail sales, 47% greater food and automotive sales and 16% greater general merchandise sales. Pair this retailing haven with a newspaper that ranks **#6 in New England** for Metro coverage, and you have the right combination for a shrewd investment. To learn more about this vibrant market, give us a call!

Bangor Daily News

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Represented by Sawyer Ferguson Walker

Maryland

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
BALTIMORE	**2,404.9**	**.9588**	**33.4**	**10.2**	**18.4**	**22.3**	**24.8**	**888.6**
Anne Arundel	433.1	.1727	32.8	10.7	18.6	24.0	21.9	151.3
• Annapolis	33.6	.0134	34.0	11.0	19.5	22.7	25.4	14.2
Baltimore	699.3	.2788	35.3	9.7	17.8	22.1	28.4	271.1
Baltimore city	733.4	.2924	32.7	11.1	18.5	19.5	26.3	275.5
• Baltimore	733.4	.2924	32.7	11.1	18.5	19.5	26.3	275.5
Carroll	125.8	.0501	33.3	9.1	17.2	24.6	22.4	43.1
Harford	185.9	.0741	32.1	9.9	18.4	23.9	20.8	64.5
Howard	192.7	.0769	32.3	8.8	20.7	27.1	17.4	70.3
Queen Anne's	34.7	.0138	35.6	7.7	16.6	22.8	28.2	12.8
SUBURBAN TOTAL	1,637.9	.6530	33.8	9.8	18.3	23.5	24.2	598.9
CUMBERLAND	**101.3**	**.0403**	**37.0**	**11.3**	**13.0**	**19.6**	**33.2**	**39.5**
Allegany	74.6	.0297	37.7	11.6	12.8	19.0	34.6	29.5
• Cumberland	23.6	.0094	[illegible]	9.0	12.8	18.1	37.8	10.2
Mineral, W. Va.	*26.7*	*.0106*	[illegible]	*10.5*	*13.5*	*21.2*	*29.5*	*10.0*
SUBURBAN TOTAL	77.7	.0309	[illegible]	12.0	13.1	20.0	31.8	29.3
HAGERSTOWN	**122.1**	**.0487**	**34.5**	**10.5**	**17.5**	**21.1**	**28.1**	**45.0**
Washington	122.1	.0487	34.5	10.5	17.5	21.1	28.1	45.0
• Hagerstown	35.7	.0142	33.4	10.6	18.3	18.4	28.7	15.2
SUBURBAN TOTAL	86.4	.0345	35.0	10.4	17.2	22.2	27.8	29.8
OTHER COUNTIES								
☐ Calvert	53.0	.0211	32.5	8.4	17.2	25.0	20.8	17.5
Caroline	27.4	.0110	34.3	8.7	16.0	20.6	28.3	10.1
☐ Cecil	72.5	.0289	32.6	9.9	16.6	22.7	23.3	25.1
☐ Charles	103.6	.0413	30.3	10.5	18.8	23.8	17.3	33.8
Dorchester	30.3	.0121	37.2	8.4	15.4	20.3	32.9	12.1
☐ Frederick	153.3	.0611	32.3	10.2	18.2	23.9	21.1	53.7
• Frederick	41.0	.0163	31.3	12.2	21.4	20.1	22.0	16.0
Garrett	28.3	.0113	33.8	9.1	15.5	20.4	27.7	10.2
Kent	17.9	.0071	36.8	11.8	14.3	19.7	32.7	6.7
☐ Montgomery	777.3	.3099	34.0	8.8	19.5	24.7	23.3	289.9
Rockville	46.0	.0183	34.7	9.1	18.2	24.4	25.0	16.1
☐ Prince George's	736.0	.2935	31.1	12.8	20.5	23.2	18.9	260.5
St. Mary's	77.5	.0309	29.8	11.8	20.0	20.6	19.0	26.0
Somerset	23.6	[illegible]	33.9	13.4	18.1	18.9	29.2	8.0
Talbot	30.9	.0123	39.8	7.3	14.6	20.5	36.4	12.8
Wicomico	75.1	.0300	33.3	11.9	16.4	21.2	25.9	28.1
Worcester	35.4	.0141	37.8	8.0	15.9	20.2	33.8	14.3
TOTAL METRO COUNTIES	**4,497.3**	**1.7930**	**33.1**	**10.4**	**18.8**	**22.9**	**23.4**	**1,643.6**
TOTAL STATE	**4,843.7**	**1.9312**	**33.1**	**10.4**	**18.6**	**22.7**	**23.8**	**1,771.9**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
BALTIMORE	**17,489,333**	**3,314,575**	**1,801,338**	**2,104,770**	**923,136**	**3,768,160**	**640,893**
Anne Arundel	[illegible]	717,799	366,722	619,622	195,280	931,170	95,748
• Annapolis	[illegible]	116,118	69,261	84,642	40,934	217,617	21,254
Baltimore	6,971,038	1,201,187	656,609	922,038	375,718	1,611,091	212,254
Baltimore city	3,312,488	698,998	500,818	235,323	137,568	513,919	233,275
• Baltimore	3,312,488	698,998	500,818	235,323	137,568	513,919	233,275
Carroll	699,121	141,444	51,545	63,088	27,076	166,325	32,717
Harford	1,187,696	253,922	85,110	121,544	49,473	331,347	35,720
Howard	[illegible]	256,929	118,195	140,319	122,641	200,852	28,137
Queen Anne's	159,239	44,296	22,339	2,836	15,380	13,456	3,042
SUBURBAN TOTAL	13,454,973	2,499,459	1,231,259	1,784,805	744,634	3,036,624	386,364
CUMBERLAND	**646,998**	**138,150**	**59,112**	**111,673**	**34,514**	**99,779**	**31,808**
Allegany	564,072	114,682	50,159	107,148	29,483	81,914	27,441
• Cumberland	229,364	36,541	16,472	25,430	13,311	48,032	10,105
Mineral, W. Va.	*82,918*	*23,468*	*8,953*	*4,525*	*5,031*	[illegible]	*4,367*
SUBURBAN TOTAL	417,626	101,609	42,640	86,243	21,203	[illegible]	21,703
HAGERSTOWN	**877,724**	**177,438**	**62,935**	**125,282**	**47,862**	**222,719**	**39,517**
Washington	877,724	177,438	62,935	125,282	47,862	222,719	39,517
• Hagerstown	432,789	94,858	37,223	50,888	23,264	88,609	24,587
SUBURBAN TOTAL	444,935	82,580	25,712	74,394	24,598	134,110	14,930
OTHER COUNTIES							
☐ Calvert	208,192	51,821	23,825	17,637	[illegible]	[illegible]	5,447
Caroline	149,967	24,778	6,395	6,325	[illegible]	73,441	5,839
☐ Cecil	470,232	76,696	29,496	20,809	[illegible]	129,764	11,316
☐ Charles	641,624	116,018	54,375	41,596	33,549	170,861	23,400
Dorchester	174,315	40,057	17,234	10,205	5,392	20,347	8,020
☐ Frederick	1,096,022	227,892	102,819	144,616	52,840	226,205	28,838
• Frederick	762,065	152,353	70,367	111,714	38,857	159,923	20,828
Garrett	178,514	49,023	8,890	6,114	7,454	32,554	10,358
Kent	127,660	31,863	14,284	8,558	3,502	33,504	6,964
☐ Montgomery	6,575,212	1,311,485	560,102	762,626	473,574	1,343,329	251,568
Rockville	766,713	132,255	80,734	36,406	102,396	154,132	26,612
☐ Prince George's	6,260,391	1,095,937	530,894	846,218	298,477	1,516,261	228,880
St. Mary's	393,408	101,148	37,850	41,882	14,329	64,141	12,242
Somerset	71,148	26,668	7,755	1,804	1,026	8,780	3,512
Talbot	329,647	55,566	38,311	2,453	10,822	80,390	9,742
Wicomico	701,281	130,318	58,638	102,553	26,473	146,188	17,832
Worcester	528,244	98,965	121,414	37,184	23,799	82,272	16,893
TOTAL METRO COUNTIES	**34,182,802**	**6,486,544**	**3,215,943**	**4,170,702**	**1,875,080**	**7,514,325**	**1,257,300**
TOTAL STATE	**36,836,986**	**7,044,930**	**3,526,714**	**4,387,780**	**1,971,472**	**8,055,942**	**1,348,702**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
BALTIMORE	**36,179,630**	**33,440**	**15.9**	**23.9**	**20.1**	**27.5**	**.9991**
Anne Arundel	6,987,504	38,921	12.4	23.3	22.6	34.1	.1990
• Annapolis	560,431	30,283	16.9	27.0	16.5	25.7	.0227
Baltimore	11,840,729	36,322	14.4	24.9	22.2	30.2	.3407
Baltimore city	8,716,439	23,207	21.2	23.7	15.5	16.8	.2380
• Baltimore	8,716,439	23,207	21.2	23.7	15.5	16.8	.2380
Carroll	1,731,672	34,494	15.5	26.0	24.2	24.9	.0464
Harford	2,705,722	35,854	14.9	24.6	22.7	28.7	.0732
Howard	3,758,725	48,046	9.3	18.1	20.0	47.6	.0902
Queen Anne's	438,839	27,766	21.3	27.0	18.4	18.8	.0116
SUBURBAN TOTAL	26,902,760	[illegible]	13.5	23.8	22.3	32.5	.7384

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
CUMBERLAND	**1,109,161**	**22,065**	**24.5**	**28.5**	**15.1**	**10.7**	**.0345**
Allegany	859,063	22,949	24.3	27.5	16.0	12.1	.0275
• Cumberland	274,849	19,933	25.2	25.2	13.7	10.9	.0096
Mineral, W. Va.	*250,098*	*20,004*	*25.5*	*31.0*	*12.3*	*6.8*	*.0070*
SUBURBAN TOTAL	834,312	22,747	24.3	29.5	15.6	10.7	.0249
HAGERSTOWN	**1,464,057**	**26,272**	**20.7**	**28.1**	**18.6**	**15.9**	**.0452**
Washington	1,464,057	26,272	20.7	28.1	18.6	15.9	.0452
• Hagerstown	399,258	20,274	25.4	27.2	13.9	9.5	.0157
SUBURBAN TOTAL	1,064,799	29,737	18.3	28.5	21.1	19.1	.0295

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
☐ Calvert	790,519	39,729	13.7	19.1	22.2	35.4	.0189
Caroline	282,861	22,486	23.9	28.4	15.7	11.0	.0087
☐ Cecil	977,159	32,409	17.3	26.0	21.5	24.0	.0275
☐ Charles	1,487,003	39,747	11.8	20.8	23.6	34.4	.0403
Dorchester	367,333	23,270	24.2	27.2	16.2	13.6	.0105
☐ Frederick	2,344,855	37,162	14.3	23.3	22.0	31.3	.0639
● Frederick	618,592	31,395	17.4	25.9	20.1	24.2	.0248
Garrett	333,990	25,688	21.7	28.6	18.4	15.1	.0100
Kent	211,914	23,507	23.5	28.0	14.5	15.4	.0065
☐ Montgomery	18,261,900	53,094	8.5	17.1	16.5	52.9	.4320
Rockville	953,265	51,986	8.5	15.0	18.3	51.7	.0300
☐ Prince George's	13,134,629	42,403	10.7	22.4	20.5	40.3	.3504
St. Mary's	1,107,683	35,409	15.8	23.6	20.6	30.0	.0285
Somerset	241,199	22,708	25.1	27.6	14.8	13.8	.0065
Talbot	525,869	30,229	18.7	26.3	16.8	25.7	.0156
Wicomico	954,671	26,690	20.9	27.5	17.7	17.9	.0312
Worcester	391,629	20,663	27.6	28.0	12.7	10.9	.0172
TOTAL METRO COUNTIES	**75,498,815**	**37,265**	**14.0**	**22.5**	**19.5**	**33.7**	**2.0048**
TOTAL STATE	**79,915,964**	**36,408**	**14.5**	**22.7**	**19.5**	**32.7**	**2.1395**

Massachusetts

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
BOSTON–LAWRENCE–SALEM–LOWELL–BROCKTON	**3,791.4**	**1.5117**	**33.6**	**11.9**	**18.9**	**21.4**	**25.9**	**1,415.0**
Essex	672.2	.2680	34.6	9.7	17.2	21.9	27.4	252.1
● Gloucester	28.8	.0115	36.7	8.9	16.8	22.7	30.1	11.6
● Haverhill	51.6	.0206	32.4	10.2	21.0	19.3	25.3	19.6
● Lawrence	70.4	.0281	28.9	11.1	18.4	16.7	22.0	24.3
● Lynn	81.5	.0325	33.0	10.1	18.6	19.1	27.3	31.7
Peabody	47.2	.0188	36.2	9.3	17.5	21.5	30.3	17.6
● Salem	38.2	.0152	33.6	12.5	21.4	19.7	27.3	15.9

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
BOSTON–LAWRENCE–SALEM–LOWELL–BROCKTON	**32,453,768**	**6,407,504**	**4,011,876**	**3,111,190**	**1,644,048**	**6,505,564**	**1,135,949**
Essex	5,483,067	1,027,260	715,600	620,750	264,814	1,306,889	194,168
● Gloucester	211,305	53,444	31,003	9,031	5,622	43,639	11,546
● Haverhill	406,583	79,098	40,995	21,347	16,785	129,274	17,728
● Lawrence	355,050	41,769	33,805	16,071	27,306	118,616	14,314
● Lynn	598,635	93,735	58,511	14,456	20,826	288,169	24,721
Peabody	618,31[illegible]	90,570	49,871	181,090	28,175	67,735	14,810
● Salem	351,999	92,545	42,225	22,656	22,323	71,154	14,904

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MASS. (cont.)

POPULATION

S&MM ESTIMATES 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Middlesex	**1,401.0**	**.5586**	**33.8**	**11.9**	**19.5**	**21.8**	**25.8**	**520.5**	**12,030,520**	**2,534,890**	**1,241,454**	**1,205,531**	**640,878**	**2,568,011**	**435,504**
Arlington	44.7	.0178	37.3	8.7	20.7	21.6	32.2	18.8	274,272	50,735	21,551	7,463	7,730	122,395	11,287
• Cambridge	96.0	.0383	31.5	19.7	24.6	21.4	20.0	39.5	941,631	199,175	171,130	119,798	85,294	63,890	42,116
• Framingham	65.1	.0260	33.9	12.6	20.1	21.7	26.0	25.2	899,638	98,355	101,192	152,484	54,460	234,510	26,293
• Lowell	103.6	.0413	29.8	14.1	20.0	16.7	22.8	37.1	609,853	107,756	61,116	39,013	25,007	227,536	22,700
Malden	54.0	.0215	33.8	10.9	21.8	19.2	28.2	22.0	328,873	77,758	32,608	17,653	19,044	95,228	8,676
Medford	57.5	.0229	34.8	13.3	19.5	18.8	30.7	21.9	511,130	143,947	27,127	51,617	14,249	82,919	23,965
Newton	82.7	.0330	35.8	13.6	16.3	22.9	28.4	29.5	911,300	162,148	92,314	80,322	54,480	173,057	34,552
Somerville	76.3	.0304	31.7	16.7	26.0	17.9	23.6	30.4	473,941	118,560	41,604	55,264	21,757	65,956	17,402
• Waltham	58.0	.0231	32.1	19.7	20.7	18.4	25.6	20.8	519,868	103,389	51,135	24,024	47,383	63,699	26,248
Norfolk	**616.7**	**.2459**	**35.3**	**10.5**	**17.9**	**22.2**	**28.3**	**228.0**	**6,056,065**	**1,234,413**	**559,368**	**596,904**	**281,262**	**1,418,325**	**199,911**
Brookline	54.8	.0218	35.1	11.5	22.5	23.1	27.0	24.[illegible]	328,806	98,741	58,015	6,271	20,077	41,856	16,912
Quincy	85.1	.0339	34.8	11.6	21.6	19.2	30.3	35.7	682,568	196,518	84,764	35,102	15,013	153,392	33,049
Weymouth	54.1	.0216	34.7	10.5	19.8	21.1	28.2	20.8	514,241	140,028	38,729	73,608	28,703	92,932	15,968
Plymouth	**438.2**	**.1747**	**33.1**	**10.0**	**16.7**	**23.2**	**23.7**	**150.6**	**3,980,450**	**700,538**	**407,097**	**297,224**	**209,662**	**816,187**	**111,309**
• Brockton	93.4	.0372	31.7	11.0	18.2	19.5	24.6	33.1	951,756	172,866	94,806	85,230	41,036	192,216	27,656
Plymouth	45.9	.0183	32.6	9.2	17.5	23.8	22.0	16.0	370,367	82,101	34,495	16,502	16,379	92,357	8,173
Suffolk	**663.3**	**.2645**	**31.3**	**16.5**	**22.3**	**18.4**	**23.3**	**263.8**	**4,703,666**	**910,103**	**1,088,357**	**390,781**	**247,432**	**396,152**	**195,057**
• Boston	573.8	.2288	30.9	17.4	22.7	18.4	22.2	228.3	4,217,793	753,020	1,021,419	355,400	216,993	361,191	166,786
Revere	42.7	.0170	36.3	10.7	18.5	19.1	32.6	17.4	257,630	76,904	43,023	16,930	19,124	22,423	13,012
SUBURBAN TOTAL	2,531.0	1.0091	34.9	10.1	17.8	22.8	27.0	927.9	22,389,657	4,612,352	2,274,539	2,251,680	1,081,013	4,711,670	745,937
NEW BEDFORD–FALL RIVER–ATTLEBORO	**509.1**	**.2030**	**33.9**	**10.6**	**16.5**	**20.7**	**27.5**	**188.7**	**4,105,077**	**892,965**	**436,850**	**426,362**	**191,805**	**823,363**	**144,581**
Bristol	509.1	.2030	33.9	10.6	16.5	20.7	27.5	188.7	4,105,077	892,965	436,850	426,362	191,805	823,363	144,581
• Attleboro	38.6	.0154	32.3	9.8	20.3	20.1	24.4	14.3	393,282	52,674	30,135	26,258	20,349	74,657	16,058
• Fall River	93.2	.0372	33.7	11.0	16.7	17.1	30.7	37.5	611,966	167,011	58,345	51,814	39,170	113,071	29,857
• New Bedford	100.5	.0401	33.8	10.4	16.3	17.6	30.5	39.0	545,260	144,420	70,109	36,139	27,269	88,870	27,195
Taunton	50.1	.0200	33.0	10.3	19.3	19.6	26.6	19.0	271,435	71,933	20,801	23,863	20,440	60,594	9,091
SUBURBAN TOTAL	276.8	.1103	34.3	10.8	16.1	23.1	25.7	97.9	2,554,569	528,860	278,261	312,151	105,017	546,765	71,471
PITTSFIELD	**139.0**	**.0555**	**36.0**	**10.7**	**14.9**	**20.6**	**31.0**	**54.2**	**1,203,511**	**254,345**	**138,336**	**114,427**	**54,732**	**216,010**	**38,443**
Berkshire	139.0	.0555	36.0	10.7	14.9	20.6	31.0	54.2	1,203,511	254,345	138,836	114,427	54,732	216,010	38,443
• Pittsfield	48.5	.0193	35.8	9.4	16.6	19.6	31.6	19.9	508,058	114,027	56,805	68,377	31,682	90,099	18,126
SUBURBAN TOTAL	90.5	.0362	36.1	11.4	14.0	20.9	30.7	34.3	695,453	140,318	82,031	46,050	23,050	125,911	20,317
SPRINGFIELD	**606.6**	**.2419**	**32.8**	**13.5**	**16.2**	**20.1**	**26.4**	**221.4**	**4,517,126**	**912,159**	**508,124**	**515,366**	**222,223**	**878,582**	**157,043**
Hampden	459.2	.1831	33.5	10.8	16.5	19.8	27.7	171.0	3,628,825	701,669	390,592	454,612	183,496	716,784	126,787
Chicopee	57.0	.0227	35.3	10.3	17.0	19.0	31.4	22.8	379,004	64,863	51,367	35,867	10,363	96,646	11,473
• Holyoke	44.0	.0175	31.6	10.3	15.8	16.5	28.2	16.0	503,938	71,381	39,014	152,332	29,854	62,002	14,311
• Springfield	158.0	.0630	30.8	12.5	17.9	17.5	25.0	58.1	1,322,814	243,529	144,616	163,580	85,998	251,435	51,535
• Westfield	38.6	.0154	32.8	14.1	15.9	20.7	25.8	13.9	318,868	66,565	32,625	38,234	6,773	80,955	10,181
Hampshire	147.4	.0588	30.4	21.9	15.6	20.7	22.2	50.4	888,301	210,490	117,532	60,754	38,727	161,798	30,256
• Northampton	29.5	.0118	33.7	17.1	17.5	22.3	25.5	11.2	341,462	59,652	49,282	29,128	14,462	89,193	11,785
SUBURBAN TOTAL	336.5	.1342	33.9	14.0	15.5	21.4	26.9	122.2	2,030,044	471,032	242,587	132,092	85,136	394,997	69,231

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MASS. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
WORCESTER–FITCHBURG–LEOMINSTER	**717.5**	**.2860**	**33.1**	**11.0**	**17.6**	**20.8**	**25.9**	**263.2**
Worcester	717.5	.2860	33.1	11.0	17.6	20.8	25.9	263.2
• Fitchburg	41.6	.0166	31.5	14.0	17.6	16.9	27.0	15.5
• Leominster	38.6	.0154	33.0	10.4	20.2	20.2	25.8	15.0
• Worcester	171.6	.0684	32.0	14.7	18.2	16.8	27.8	64.6
SUBURBAN TOTAL	465.7	.1856	33.7	9.5	17.3	22.7	25.0	168.1
OTHER COUNTIES								
Barnstable	189.8	.0756	39.7	7.3	14.5	20.6	36.5	79.0
Barnstable	41.7	.0166	38.4	8.1	15.3	20.8	34.3	16.9
Dukes	11.9	.0047	37.3	5.8	16.3	26.2	28.4	5.1
Franklin	70.8	.0282	35.0	8.8	16.3	23.7	26.3	27.9
Nantucket	6.1	.0024	35.6	7.8	20.1	23.9	27.2	2.6
TOTAL METRO COUNTIES	**5,763.6**	**2.2981**	**33.5**	**11.8**	**18.3**	**21.1**	**26.1**	**2,142.5**
TOTAL STATE	**6,042.2**	**2.4090**	**33.7**	**11.6**	**18.0**	**21.2**	**26.5**	**2,257.1**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
WORCESTER–FITCHBURG–LEOMINSTER	**5,436,267**	**1,034,978**	**554,179**	**556,864**	**303,490**	**1,268,749**	**193,689**
Worcester	5,436,267	1,034,978	554,179	556,864	303,490	1,268,749	193,689
• Fitchburg	418,406	121,881	32,139	76,505	15,200	74,885	14,578
• Leominster	351,587	65,859	39,018	34,847	30,483	78,362	8,586
• Worcester	1,670,904	249,239	176,705	136,967	114,712	512,278	59,957
SUBURBAN TOTAL	2,995,370	597,999	306,317	308,545	143,095	603,224	110,568
OTHER COUNTIES							
Barnstable	2,294,339	473,098	343,449	148,269	163,790	359,766	74,740
Barnstable	879,857	107,619	87,801	99,645	75,296	232,037	20,559
Dukes	158,057	41,434	26,981	3,890	5,574	8,434	3,122
Franklin	459,686	101,356	42,608	35,312	16,036	99,496	13,330
Nantucket	129,130	26,326	29,780	2,153	3,038	14,731	2,170
TOTAL METRO COUNTIES	**47,715,749**	**9,501,951**	**5,649,865**	**4,724,209**	**2,416,298**	**9,692,268**	**1,669,705**
TOTAL STATE	**50,756,961**	**10,144,165**	**6,092,683**	**4,913,833**	**2,604,736**	**10,174,695**	**1,763,067**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BOSTON–LAWRENCE–SALEM–LOWELL–BROCKTON	**68,268,400**	**36,445**	**15.1**	**21.3**	**18.5**	**33.4**	**1.8165**
Essex	11,442,616	34,725	15.8	21.5	18.9	30.7	.3114
• Gloucester	485,124	29,637	20.0	23.6	17.9	24.3	.0127
• Haverhill	768,124	29,614	19.6	23.4	18.9	23.6	.0218
• Lawrence	796,578	23,788	21.3	23.6	16.3	17.0	.0229
• Lynn	1,173,280	27,953	19.5	23.4	18.5	21.1	.0332
Peabody	848,390	39,880	12.3	20.1	21.3	35.8	.0261
• Salem	629,068	29,542	18.5	24.8	18.3	23.7	.0179
Middlesex	27,713,660	40,827	13.0	20.0	18.9	38.9	.7074
Arlington	980,796	42,000	12.7	20.5	18.7	40.4	.0221
• Cambridge	1,718,843	28,307	19.4	25.4	16.7	22.9	.0479
• Framingham	1,374,282	41,914	11.9	20.6	17.9	41.4	.0398
• Lowell	1,455,396	29,268	19.6	24.1	19.1	22.5	.0392
Malden	931,524	32,318	17.8	23.4	19.4	27.0	.0231
Medford	1,023,234	37,166	13.9	21.6	19.5	33.3	.0277

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Newton	2,055,118	52,749	9.6	16.0	15.7	52.6	.0511
Somerville	1,172,315	29,475	18.9	24.9	18.9	[illegible]	.0307
• Waltham	1,022,278	37,857	13.5	22.1	19.2	34.8	.0279
Norfolk	12,181,548	41,815	12.4	19.5	19.2	40.1	.3239
Brookline	1,310,207	36,601	14.6	22.3	16.6	35.5	.0286
Quincy	1,504,755	33,276	16.2	23.2	19.5	28.2	0396
Weymouth	974,272	37,734	14.1	21.7	18.8	35.3	.0268
Plymouth	6,583,109	34,565	15.9	23.5	20.8	28.5	.1949
• Brockton	1,226,686	28,264	19.2	23.9	18.8	20.9	.0408
Plymouth	652,848	32,479	17.5	26.8	20.8	25.0	.0191
Suffolk	10,347,467	26,656	20.2	23.9	15.9	21.9	.2789
• Boston	8,937,032	26,212	20.3	24.1	15.5	21.5	.2435
Revere	710,059	31,551	18.1	22.9	18.5	26.8	.0178
SUBURBAN TOTAL	48,681,709	40,885	12.8	20.0	19.4	38.7	1.2689

THE ROAD TO BOSTON GOES STRAIGHT THROUGH WORCESTER

You can't reach Boston unless you go through Worcester. It's the other major market in the Boston ADI, with more than 250,000 households and an EBI of more than $10 billion. When the 500,000 adults in the Worcester market want information, they turn to the Worcester Telegram & Gazette, not the Boston papers. The Telegram & Gazette's daily reach is 52%; Sunday it's 57%. The Boston Globe's daily reach in Worcester County is less than 12%. So whatever message you're carrying to Boston, remember to stop in Worcester.

Data: Sales & Marketing Management's 1990 Survey of Buying Power, 1989 Belden Continuing Market Study

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EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
NEW BEDFORD–FALL RIVER–							
ATTLEBORO	**6,777,741**	**27,620**	**20.0**	**25.7**	**19.0**	**18.7**	**.2057**
Bristol	6,777,741	27,620	20.0	25.7	19.0	18.7	.2057
• Attleboro	577,262	31,459	18.0	26.2	21.4	22.8	.0179
• Fall River	1,075,763	21,104	24.8	26.7	15.7	9.9	.0330
• New Bedford	1,139,385	20,896	24.8	25.9	14.3	11.8	.0333
Taunton	680,048	28,060	19.7	27.1	19.0	18.5	.0182
SUBURBAN TOTAL	3,985,331	32,645	16.6	25.3	21.7	24.2	.1215
PITTSFIELD	**1,994,866**	**27,432**	**20.5**	**26.3**	**18.6**	**19.0**	**.0595**
Berkshire	1,994,866	27,432	20.5	26.3	18.6	19.0	.0595
• Pittsfield	733,713	27,591	20.3	25.2	17.4	20.7	.0228
SUBURBAN TOTAL	1,261,153	27,343	20.6	27.0	19.2	18.0	.0367
SPRINGFIELD	**8,288,871**	**28,208**	**19.3**	**25.3**	**18.9**	**20.3**	**.2418**
Hampden	6,350,170	28,220	18.9	24.9	18.8	20.7	.1875
Chicopee	786,577	27,108	19.2	26.5	18.8	18.2	.0221
• Holyoke	522,464	22,283	22.6	22.6	16.0	15.4	.0194
• Springfield	1,881,452	23,937	21.6	25.4	16.3	15.8	.0614
• Westfield	548,480	31,488	16.6	26.6	22.1	21.7	.0162

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Hampshire	1,938,701	28,167	20.4	27.0	19.4	18.7	.0543
• Northampton	410,950	25,212	21.9	25.8	16.7	17.2	.01[illegible]9
SUBURBAN TOTAL	4,925,525	31,110	17.8	25.6	20.4	23.1	.1309
WORCESTER–FITCHBURG–							
LEOMINSTER	**10,995,940**	**32,267**	**17.4**	**23.6**	**20.3**	**25.7**	**.3046**
Worcester	10,995,940	32,267	17.4	23.6	20.3	25.7	.3046
• Fitchburg	561,271	26,715	21.5	24.3	18.5	18.9	.0183
• Leominster	586,320	30,996	17.4	25.5	21.4	22.0	.0173
• Worcester	2,427,797	26,564	20.6	24.8	16.9	20.1	.0761
SUBURBAN TOTAL	7,420,552	35,277	15.8	23.1	21.5	28.8	.1929
OTHER COUNTIES							
Barnstable	3,013,566	28,032	21.3	27.0	18.3	20.5	.0963
Barnstable	660,638	29,305	19.3	25.6	20.3	20.8	.0274
Dukes	176,992	24,767	24.7	29.0	15.8	16.2	.0061
Franklin	946,616	25,893	22.7	27.5	18.8	15.2	.0268
Nantucket	118,987	34,184	16.9	25.0	23.3	25.1	.0043
TOTAL METRO COUNTIES	**96,325,818**	**33,747**	**16.4**	**22.5**	**18.8**	**29.5**	**2.6281**
TOTAL STATE	**100,581,979**	**33,363**	**16.6**	**22.8**	**18.8**	**28.9**	**2.7616**

Michigan

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ANN ARBOR	**284.8**	**.1136**	**29.5**	**19.3**	**19.5**	**21.8**	**17.5**	**105.3**
Washtenaw	284.8	.1136	29.5	19.3	19.5	21.8	17.5	105.3
• Ann Arbor	110.3	.0440	27.7	26.9	20.5	19.4	15.6	41.9
SUBURBAN TOTAL	174.5	.0696	30.7	14.4	19.1	23.3	18.6	63.4
BATTLE CREEK	**136.1**	**.0543**	**33.9**	**9.6**	**15.2**	**20.9**	**27.5**	**51.9**
Calhoun	136.1	.0543	33.9	9.6	15.2	20.9	27.5	51.9
• Battle Creek	5[illegible]6	.0214	33.1	8.9	16.4	19.8	27.1	21.5
SUBURBAN TOTAL	82.5	.0329	34.6	10.1	14.5	21.6	27.7	30.4
BENTON HARBOR	**161.4**	**.0643**	**33.7**	**9.5**	**15.2**	**20.5**	**27.6**	**61.0**
Berrien	161.4	.0643	33.7	9.5	15.2	20.5	27.6	61.0
• Benton Harbor	12.8	.0051	22.9	11.6	13.7	15.1	17.7	4.3
SUBURBAN TOTAL	148.6	.0592	34.6	9.3	15.5	20.9	28.4	56.7
DETROIT	**4,387.9**	**1.7495**	**33.1**	**9.8**	**17.2**	**21.6**	**25.1**	**1,621.0**
Lapeer	75.5	.0301	31.7	9.5	16.2	23.6	21.0	24.9
Livingston	[illegible]17.7	.0470	32.8	8.6	16.2	25.7	20.7	39.6
Macomb	[illegible]4	.2872	33.9	10.0	17.7	21.4	26.7	266.1
Roseville	5[illegible]	.0206	33.2	9.7	19.8	18.8	27.5	19.6
St. Clair Shores	68.4	.0273	39.1	8.1	16.3	19.2	36.5	27.3
Sterling Heights	118.3	.0472	33.0	11.0	16.1	25.1	21.7	41.0
Warren	145.5	.0580	35.9	10.3	17.5	18.1	33.0	54.8
Monroe	134.0	.0534	32.2	9.6	16.2	21.9	23.5	46.6
Oakland	1,095.4	.4368	33.8	9.1	18.2	23.7	24.2	415.0
Farmington Hills	75.5	.0301	35.2	8.4	18.6	24.0	26.2	29.6
• Pontiac	71.9	.0287	28.5	12.6	18.9	18.8	18.9	25.0
Rochester Hills	62.4	.0249	34.1	8.2	16.8	27.1	21.4	22.6
Royal Oak	66.1	.0264	34.7	7.7	22.1	21.0	28.3	28.6
Southfield	76.6	.0305	37.1	8.9	17.5	22.3	31.0	32.5
Troy	73.7	.0294	34.9	8.4	15.1	27.8	22.0	26.5
St. Clair	146.7	.0585	32.9	9.5	15.9	21.3	25.4	53.3
• Port Huron	33.9	.0135	31.2	10.7	17.3	17.9	25.5	13[illegible]
Wayne	2,098.2	.8365	32.5	10.2	16.8	20.3	25.5	775.5
• Dearborn	88.7	.0354	35.7	8.7	17.1	19.3	31.6	35.2
Dearborn Heights	60.4	.0241	37.6	8.9	16.9	18.8	34.6	23.3
• Detroit	1,021.4	.4072	30.7	11.0	16.4	19.2	23.8	371.7
Lincoln Park	41.6	.0166	33.8	9.3	18.4	19.6	28.2	16.2
Livonia	100.2	.0400	36.6	8.3	15.9	22.2	30.3	35.7
Taylor	70.4	.0281	30.7	11.5	18.3	20.4	21.8	24.7
Westland	84.2	.0336	32.2	11.3	20.9	19.7	24.3	32.9
SUBURBAN TOTAL	3,172.0	1.2647	33.8	9.4	17.4	22.5	25.5	1,175.9

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ANN ARBOR	**2,386,795**	**349,873**	**246,499**	**359,618**	**142,293**	**551,968**	**73,458**
Washtenaw	2,386,795	349,873	246,499	359,618	142,293	551,968	73,458
• Ann Arbor	1,279,419	170,496	147,604	175,120	98,244	233,586	38,918
SUBURBAN TOTAL	1,107,376	179,377	98,895	184,498	44,049	318,382	34,540
BATTLE CREEK	**1,037,626**	**187,251**	**88,164**	**182,880**	**41,654**	**222,194**	**39,721**
Calhoun	1,037,626	187,251	88,164	182,880	41,654	222,194	39,721
• Battle Creek	460,265	61,225	31,277	87,591	21,737	114,828	17,368
SUBURBAN TOTAL	577,361	126,026	56,887	95,289	19,917	107,366	22,353
BENTON HARBOR	**1,124,391**	**202,292**	**114,286**	**152,157**	**28,575**	**234,598**	**45,677**
Berrien	1,124,391	202,292	114,286	152,157	28,575	234,598	45,677
• Benton Harbor	264,191	13,430	15,749	69,213	2,762	61,459	4,822
SUBURBAN TOTAL	860,200	188,862	98,537	82,944	25,813	173,139	40,855
DETROIT	**33,349,904**	**5,296,818**	**3,232,075**	**4,507,039**	**1,939,923**	**7,864,938**	**1,422,334**
Lapeer	436,769	88,165	24,320	32,843	14,501	121,975	17,514
Livingston	552,797	89,874	50,817	105,156	20,739	123,651	21,002
Macomb	6,575,856	1,034,987	599,251	955,130	425,609	1,648,863	243,136
Roseville	731,164	89,532	53,527	215,100	25,235	122,783	16,921
St. Clair Shores	490,775	112,066	54,338	30,783	35,081	112,107	27,293
Sterling Heights	1,310,700	131,585	86,552	361,805	45,704	352,527	27,280
Warren	1,476,820	275,325	156,970	131,867	121,976	340,785	68,696
Monroe	627,521	143,907	57,500	46,811	17,182	160,200	26,126
Oakland	11,163,210	1,479,092	1,034,171	1,514,903	764,367	2,717,583	416,902
Farmington Hills	684,602	53,981	79,549	29,355	45,836	282,560	25,229
• Pontiac	494,944	69,738	51,025	71,681	44,589	132,600	14,874
Rochester Hills	334,297	6,847	16,779	64,966	4,087	161,480	6,563
Royal Oak	626,448	88,848	47,105	56,605	74,315	177,294	8,898
Southfield	1,652,204	180,414	152,517	221,752	123,008	446,971	49,913
Troy	1,447,755	104,284	107,610	288,290	81,237	440,870	32,990
St. Clair	827,293	176,281	70,845	81,715	38,768	181,667	47,666
• Port Huron	447,413	87,292	36,392	40,619	27,654	93,127	21,642
Wayne	13,166,458	2,284,512	1,395,171	1,770,481	658,757	2,910,999	649,988
• Dearborn	1,441,865	153,534	118,490	276,426	93,692	334,983	60,098
Dearborn Heights	316,518	97,790	57,697	3,742	18,556	12,632	35,698
• Detroit	3,609,361	830,889	526,003	151,301	97,132	775,157	176,635
Lincoln Park	354,588	83,231	28,438	80,696	9,688	31,937	27,806
Livonia	1,322,445	204,576	111,793	229,245	140,328	191,364	59,231
Taylor	782,732	85,476	59,366	276,970	18,145	169,544	24,942
Westland	757,714	153,076	59,487	146,444	43,933	115,095	41,002
SUBURBAN TOTAL	27,356,321	4,155,365	2,500,165	3,967,012	1,676,856	6,529,071	1,149,085

MICH. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
DETROIT–ANN ARBOR CONSOLIDATED AREA	***4,672.7***	***1.8631***	***32.8***	***10.4***	***17.4***	***21.6***	***24.6***	***1,726.3***	***35,736,699***	***5,646,691***	***3,478,574***	***4,866,657***	***2,082,216***	***8,416,906***	***1,495,792***
FLINT	**429.1**	**.1711**	**32.0**	**10.1**	**16.7**	**21.2**	**23.8**	**160.8**	**3,478,101**	**545,683**	**285,555**	**558,528**	**174,218**	**798,933**	**124,906**
Genesee	429.1	.1711	32.0	10.1	16.7	21.2	23.8	160.8	3,478,101	545,683	285,555	558,528	174,218	798,933	124,906
• Flint	140.3	.0559	29.7	11.2	17.3	18.4	22.4	53.7	1,457,514	258,092	144,829	248,257	117,395	203,447	54,964
SUBURBAN TOTAL	288.8	.1152	33.1	9.6	16.3	22.6	24.4	107.1	2,020,587	287,591	140,726	310,271	56,823	595,486	69,942
GRAND RAPIDS	**696.2**	**.2777**	**30.7**	**10.9**	**18.1**	**20.4**	**21.8**	**247.3**	**5,588,808**	**733,972**	**449,167**	**1,038,531**	**336,177**	**1,271,878**	**128,769**
Kent	505.5	.2016	30.8	10.7	18.5	20.2	22.1	183.6	4,416,580	587,052	355,398	796,967	264,982	1,005,421	104,664
• Grand Rapids	191.0	.0762	30.0	12.6	19.3	17.3	23.1	69.7	1,539,357	216,825	148,749	193,643	131,848	330,963	45,749
Wyoming	64.5	.0257	30.2	11.1	21.1	18.6	21.1	24.4	699,924	64,731	71,724	140,875	34,828	137,994	13,317
Ottawa	190.7	.0761	30.3	11.5	17.0	20.9	21.0	63.7	1,172,228	146,920	93,769	241,564	71,195	266,457	24,105
• Holland	31.2	.0124	29.4	15.6	16.7	16.8	23.8	10.7	463,438	47,166	40,846	57,724	36,473	134,403	13,648
SUBURBAN TOTAL	474.0	.1891	31.1	10.0	17.8	21.8	21.2	166.9	3,586,013	469,981	259,572	787,164	167,856	806,512	69,372
JACKSON	**150.4**	**.0600**	**33.5**	**9.4**	**17.4**	**21.7**	**25.6**	**53.9**	**983,828**	**143,285**	**84,153**	**257,648**	**43,143**	**180,559**	**37,388**
Jackson	150.4	.0600	33.5	9.4	17.4	21.7	25.6	53.9	983,828	143,285	84,153	257,648	43,143	180,559	37,388
• Jackson	37.6	.0150	30.9	10.9	17.8	17.3	25.4	14.8	386,658	49,601	43,878	54,706	29,389	84,253	15,865
SUBURBAN TOTAL	112.8	.0450	34.4	8.9	17.1	23.1	25.8	39.1	597,170	93,684	40,275	202,942	13,754	96,306	21,523
KALAMAZOO	**224.5**	**.0895**	**31.1**	**15.2**	**16.7**	**20.9**	**22.5**	**84.1**	**1,783,009**	**242,650**	**174,057**	**350,192**	**107,252**	**335,182**	**58,875**
Kalamazoo	224.5	.0895	31.1	15.2	16.7	20.9	22.5	84.1	1,783,009	242,650	174,057	350,192	107,252	335,182	58,875
• Kalamazoo	80.7	.0322	27.0	24.2	17.5	16.2	19.8	29.6	679,649	94,249	83,219	30,124	35,275	197,119	26,784
Portage	41.2	.0164	33.0	9.1	16.9	24.5	22.2	15.5	552,731	58,216	43,570	191,297	55,544	23,240	21,738
SUBURBAN TOTAL	143.8	.0573	33.5	10.2	16.3	23.5	24.0	54.5	1,103,360	148,401	90,838	320,068	71,977	138,063	32,091
LANSING–EAST LANSING	**434.5**	**.1731**	**29.9**	**15.8**	**17.2**	**21.3**	**19.9**	**157.6**	**3,352,806**	**480,882**	**303,241**	**655,932**	**213,281**	**709,736**	**83,997**
Clinton	58.3	.0232	32.3	9.3	16.2	23.2	22.4	20.4	276,387	57,656	16,564	6,015	6,651	70,792	7,686
Eaton	93.7	.0373	32.8	9.7	15.9	24.0	22.6	34.3	803,308	141,349	68,149	160,545	37,122	145,291	31,395
Ingham	282.5	.1126	28.5	19.2	17.8	20.0	18.5	102.9	2,273,111	281,877	218,528	489,372	169,508	493,653	44,916
• East Lansing	50.8	.0203	22.9	56.6	12.5	10.9	9.3	13.5	260,521	21,913	32,282	80,054	14,152	39,983	3,159
• Lansing	127.6	.0509	29.9	12.1	20.6	19.6	19.9	50.7	1,202,489	143,504	109,287	217,139	125,579	331,062	24,987
SUBURBAN TOTAL	256.1	.1019	32.7	9.7	16.2	24.2	22.0	93.4	1,889,796	315,465	161,672	358,739	73,550	338,691	55,851
MUSKEGON	**159.6**	**.0636**	**32.7**	**9.2**	**16.1**	**20.3**	**26.1**	**58.0**	**1,000,054**	**175,120**	**100,889**	**206,327**	**45,745**	**228,799**	**45,879**
Muskegon	159.6	.0636	32.7	9.2	16.1	20.3	26.1	58.0	1,000,054	175,120	100,889	206,327	45,745	228,799	45,879
• Muskegon	40.4	.0161	31.0	11.8	18.9	17.7	24.8	14.8	335,922	42,110	35,339	50,060	14,724	101,573	19,974
SUBURBAN TOTAL	119.2	.0475	33.4	8.3	15.4	21.1	26.4	43.2	664,132	133,010	65,550	156,267	31,021	127,226	25,905
SAGINAW–BAY CITY–MIDLAND	**398.5**	**.1590**	**33.0**	**9.7**	**15.7**	**21.4**	**25.5**	**147.9**	**2,945,350**	**461,872**	**266,213**	**508,085**	**158,932**	**682,979**	**96,324**
Bay	111.3	.0444	34.0	9.4	15.7	21.3	27.1	42.0	822,765	125,802	67,206	151,161	31,137	223,000	23,864
• Bay City	38.8	.0155	33.0	9.8	17.2	19.0	27.5	15.5	336,969	[illegible]	29,606	32,675	13,645	107,917	13,772
Midland	76.1	.0304	32.5	10.0	16.7	22.5	23.3	28.0	372,405	82,710	40,329	29,879	14,418	76,079	20,837
• Midland	38.3	.0153	33.3	11.1	16.4	22.1	25.1	14.9	314,901	68,246	33,855	25,620	13,568	65,270	17,868
Saginaw	211.1	.0842	32.7	9.8	15.4	21.1	25.4	77.9	1,750,180	253,360	158,678	327,045	113,377	383,900	51,623
• Saginaw	69.2	.0276	29.6	10.1	16.6	18.0	23.0	26.1	387,509	81,034	35,202	21,266	17,096	106,603	19,084
SUBURBAN TOTAL	252.2	.1006	34.1	9.4	15.1	22.7	25.9	91.4	1,905,971	256,085	167,550	428,524	114,623	403,189	45,600
OTHER COUNTIES															
Alcona	10.2	.0041	44.9	6.1	11.3	17.3	44.1	4.3	41,929	10,465	3,755	2,202	417	10,415	2,104
Alger	9.0	.0036	37.1	7.9	13.8	21.0	32.2	3.3	31,853	18,790	4,047	110	461	93	357
Allegan	91.5	.0365	31.8	8.7	16.9	21.0	23.6	32.1	483,064	125,464	35,635	11,186	12,887	147,071	18,828
Alpena	30.6	.0122	35.5	7.8	15.0	19.9	30.7	11.8	217,636	44,522	15,312	26,761	11,624	33,169	11,908
Antrim	18.4	.0073	37.0	7.2	14.2	19.2	33.5	7.1	80,981	30,502	8,329	864	1,768	3,687	4,433
Arenac	15.0	.0060	35.9	7.6	14.3	19.0	[illegible]	5.7	91,740	21,705	10,644	2,162	2,189	17,988	1,692
Baraga	8.0	.0032	37.0	8.4	12.2	20.2	32.6	3.1	35,666	14,409	2,923	1,579	568	5,794	1,972
Barry	50.5	.0201	33.8	8.2	15.5	22.3	25.9	17.9	179,554	49,411	15,924	13,229	3,726	38,866	8,623
Benzie	12.3	.0049	37.8	7.3	14.4	20.4	33.5	4.8	61,576	18,997	7,470	1,146	2,763	8,096	2,191
Branch	41.8	.0167	33.5	8.5	15.8	20.3	27.3	15.0	183,723	33,411	13,351	17,214	7,456	47,886	6,897
Cass	49.6	.0197	34.5	8.7	15.0	21.5	27.7	18.3	173,673	39,291	14,235	7,310	2,653	62,304	5,717
Charlevoix	21.7	.0087	34.7	7.7	15.6	21.1	28.5	8.3	127,447	43,596	14,784	2,209	4,271	18,209	4,924
Cheboygan	21.5	.0086	37.3	7.3	13.2	19.8	35.4	8.2	170,963	37,936	20,714	10,959	4,293	32,356	4,939
Chippewa	35.0	.0139	32.2	13.4	18.1	19.7	25.2	11.7	215,781	61,838	18,236	24,464	6,124	28,882	10,734
Clare	25.2	.0101	36.5	8.0	13.8	17.5	34.3	9.8	171,883	44,691	13,158	11,804	2,371	34,263	6,514
Crawford	12.5	.0050	34.8	8.1	16.0	19.2	30.5	4.5	73,347	9,118	9,645	13,567	978	14,857	3,764
Delta	37.7	.0150	35.3	8.1	14.4	20.5	29.9	14.5	279,652	82,551	23,516	28,862	11,857	51,608	4,135
Dickinson	26.9	.0108	36.5	6.9	14.7	20.0	32.2	10.7	207,224	58,073	15,554	30,686	13,146	37,582	6,951
Emmet	25.3	.0101	34.5	7.9	16.1	22.0	27.2	9.6	277,719	58,232	24,460	19,793	19,396	53,959	6,543
Gladwin	22.1	.0088	37.1	7.8	13.1	18.0	34.6	8.4	96,471	34,114	7,213	3,039	786	24,341	3,291
Gogebic	17.9	.0071	40.7	8.3	12.1	17.8	39.3	7.4	104,022	20,261	7,532	15,851	2,488	21,409	3,478
Grand Traverse	65.3	.0261	33.2	8.9	16.9	22.7	24.2	24.4	774,004	111,910	67,088	135,514	42,837	163,572	12,804
Gratiot	39.0	.0155	32.8	11.1	14.8	20.1	26.6	13.7	182,981	42,429	17,281	17,250	3,420	48,368	8,019
Hillsdale	43.6	.0174	32.6	10.3	14.9	19.7	26.7	15.7	213,365	72,797	12,514	6,280	7,491	45,410	8,025
Houghton	35.3	.0141	31.8	19.0	12.2	16.4	29.7	13.1	207,799	49,407	16,352	20,955	9,170	43,124	8,164
Huron	34.9	.0139	36.0	7.8	13.9	18.3	33.0	13.2	214,889	54,676	15,082	15,180	5,635	50,906	8,425
Ionia	57.6	.0230	30.0	12.9	17.3	20.0	21.3	18.7	[illegible]	66,295	15,276	40,852	5,842	42,021	8,732
Iosco	30.3	.0121	32.8	10.3	16.8	16.9	29.5	11.6	180,746	43,797	16,627	25,580	7,352	29,694	11,458
Iron	13.1	.0052	43.8	5.0	11.4	18.0	43.3	5.6	68,203	17,755	5,909	3,864	2,232	14,162	3,336
Isabella	54.7	.0218	24.6	28.0	14.2	16.3	18.1	17.6	334,937	72,313	42,117	16,656	12,019	57,234	14,830
Kalkaska	13.7	.0054	33.1	7.8	15.8	19.4	27.6	5.0	80,182	13,256	6,946		763	34,414	2,649

METRO & COUNTY TOTALS

MICH. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Keweenaw	1.7	.0007	46.4	4.6	10.5	18.3	46.6	8
Lake	8.7	.0034	41.1	6.2	11.6	16.5	40.5	3.6
Leelanau	16.7	.0067	36.7	6.6	14.2	23.1	29.9	6.3
Lenawee	91.9	.0366	32.5	10.2	15.1	21.3	25.0	31.8
Luce	5.7	.0022	37.4	6.5	12.7	19.7	33.7	2.1
Mackinac	10.7	.0043	37.4	6.9	13.8	19.4	33.9	4.3
Manistee	21.2	.0085	38.5	7.1	13.7	20.5	34.6	8.6
Marquette	70.8	.0282	30.8	14.0	16.8	20.6	22.4	25.4
Mason	25.5	.0102	36.4	7.7	13.8	20.3	31.8	10.0
Mecosta	37.4	.0149	25.8	26.6	12.2	16.0	22.7	12.3
Menominee	24.9	.0099	36.0	7.3	14.6	20.4	31.2	9.8
Missaukee	12.3	.0049	33.5	7.4	15.1	18.5	29.2	4.4
Montcalm	53.7	.0214	32.3	9.1	16.6	20.1	25.4	18.8
Montmorency	9.0	.0036	42.2	6.1	11.6	16.9	41.7	3.6
Newaygo	38.6	.0154	33.3	7.6	15.2	19.5	28.0	13.9
Oceana	22.6	.0090	33.7	7.6	14.5	20.0	28.1	8.1
Ogemaw	19.0	.0075	37.4	7.1	13.4	17.9	35.1	7.3
Ontonagon	8.8	.0035	40.3	6.1	12.5	20.5	37.0	3.6
Osceola	20.3	.0081	33.6	8.2	14.0	19.0	28.9	7.4
Oscoda	8.0	.0032	40.6	6.5	13.1	16.4	39.8	3.2
Otsego	18.3	.0073	33.7	8.1	15.2	20.6	27.4	6.6
Presque Isle	13.8	.0055	39.0	6.8	12.5	18.1	37.0	5.4
Roscommon	20.2	.0080	45.0	5.9	11.6	16.1	45.1	8.7
St. Joseph	59.2	.0236	32.9	8.7	15.7	20.4	26.3	21.7
Sanilac	40.0	.0159	34.1	8.1	14.8	19.0	29.7	14.7
Schoolcraft	8.3	.0033	37.9	6.4	13.8	19.0	35.0	3.3
Shiawassee	69.9	.0279	32.5	9.5	15.8	21.9	24.1	24.9
Tuscola	55.6	.0222	33.0	8.9	15.5	21.8	25.1	19.5
Van Buren	70.6	.0281	33.2	8.2	15.3	21.3	26.0	25.6
Wexford	26.5	.0106	33.3	8.2	15.7	19.7	27.6	10.0
TOTAL METRO COUNTIES	**7,463.0**	**2.9757**	**32.4**	**10.8**	**17.1**	**21.3**	**24.2**	**2,748.8**
TOTAL STATE	**9,323.1**	**3.7172**	**32.6**	**10.6**	**16.7**	**21.1**	**24.9**	**3,429.6**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Keweenaw	6,566	1,486	1,945		396	149	
Lake	31,290	10,645	3,836	523	133	3,235	2,285
Leelanau	70,571	24,226	12,072	141	957	429	1,337
Lenawee	535,470	101,174	50,058	86,921	16,548	143,058	20,056
Luce	40,718	13,207	2,418	1,694	809	8,265	1,465
Mackinac	82,864	25,728	12,485	789	1,398	5,403	2,070
Manistee	137,060	34,570	11,933	9,714	4,040	26,426	5,783
Marquette	457,313	86,241	42,175	66,309	30,125	108,147	15,317
Mason	155,005	41,112	14,035	9,170	5,285	22,641	10,648
Mecosta	209,010	43,856	16,848	12,722	8,046	44,205	8,262
Menominee	116,538	39,236	12,416	12,705	1,654	10,995	3,755
Missaukee	53,739	9,877	3,196	5,858	1,220	23,650	967
Montcalm	307,546	65,233	17,394	60,849	10,710	69,183	8,040
Montmorency	38,570	16,890	4,512	425	1,495	439	2,672
Newaygo	163,968	44,880	10,086	11,084	3,784	29,639	9,296
Oceana	99,549	37,758	6,767	1,396	667	14,581	2,467
Ogemaw	104,455	24,702	10,965	10,864	1,811	13,035	4,277
Ontonagon	50,844	9,699	3,741	865	563	19,379	1,494
Osceola	80,144	28,393	5,734	825	522	16.261	3,943
Oscoda	33,045	13,351	2,676	212	45	1,053	1,196
Otsego	145,209	14,030	12,411	13,717	4,351	40,269	8,076
Presque Isle	69,269	22,578	3,946	2,454	3,232	16,596	2,789
Roscommon	161,645	42,366	19,054	11,700	4,206	28,351	7,286
St. Joseph	308,541	73,240	28,250	29,877	9,863	66,805	10,133
Sanilac	211,886	52,198	11,505	9,242	8,820	56,305	10,021
Schoolcraft	49,435	13,525	3,585	860	957	8,689	3,768
Shiawassee	386,191	88,354	26,957	31,090	13,915	101,225	15,371
Tuscola	245,415	74,173	14,605	12,911	4,316	57,612	13,655
Van Buren	352,411	90,672	30,390	16,012	7,647	96,539	10,802
Wexford	243,009	55,047	17,261	13,954	13,918	51,543	9,824
TOTAL METRO COUNTIES	**57,030,672**	**8,819,698**	**5,344,299**	**8,776,937**	**3,231,193**	**13,081,764**	**2,157,328**
TOTAL STATE	**67,784,930**	**11,420,157**	**6,259,184**	**9,739,148**	**3,601,609**	**15,387,631**	**2,360,820**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ANN ARBOR	**4,105,343**	**29,515**	**19.1**	**25.8**	**19.5**	**21.6**	**.1209**
Washtenaw	4,105,343	29,515	19.1	25.8	19.5	21.6	.1209
• Ann Arbor	1,603,010	26,175	22.4	25.2	16.0	20.5	.0529
SUBURBAN TOTAL	2,502,333	31,668	16.9	26.3	21.7	22.4	.0680
BATTLE CREEK	**1,966,858**	**29,888**	**18.7**	**24.5**	**19.3**	**22.6**	**.0561**
Calhoun	1,966,858	29,888	18.7	24.5	19.3	22.6	.0561
• Battle Creek	698,342	23,786	21.8	24.1	15.5	17.1	.0219
SUBURBAN TOTAL	1,268,516	34,212	16.5	24.5	22.1	26.6	.0342
BENTON HARBOR	**2,028,249**	**25,403**	**22.3**	**26.2**	**18.4**	**15.4**	**.0605**
Berrien	2,028,249	25,403	22.3	26.2	18.4	15.4	.0605
• Benton Harbor	94,824	15,121	29.2	21.0	10.3	6.1	.0068
SUBURBAN TOTAL	1,933,425	26,362	21.7	26.7	19.0	16.1	.0537
DETROIT	**64,078,339**	**31,089**	**16.6**	**24.5**	**19.8**	**23.8**	**1.8192**
Lapeer	941,677	31,418	16.7	27.7	22.5	20.4	.0267
Livingston	1,754,309	37,298	13.5	23.6	24.1	30.0	.0437
Macomb	9,391,712	29,806	17.4	30.9	23.7	15.6	.3009

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Roseville	604,405	26,130	20.0	35.3	19.6	9.9	.0249
St. Clair Shores	968,932	30,149	17.7	29.9	22.4	17.1	.0274
Sterling Heights	1,580,140	33,999	13.2	31.7	30.3	17.3	.0538
Warren	1,934,440	29,423	17.7	30.4	23.3	16.0	.0638
Monroe	2,215,402	40,197	13.9	19.4	22.2	35.7	.0528
Oakland	21,654,230	40,945	12.2	20.7	19.8	36.7	.5820
Farmington Hills	1,785,798	49,440	8.9	17.1	18.7	49.3	.0429
• Pontiac	860,775	26,439	17.6	24.1	17.8	18.8	.0263
Rochester Hills	1,279,499	47,140	10.1	18.1	19.6	46.5	.0288
Royal Oak	1,292,434	37,490	14.6	22.7	21.7	32.5	.0341
Southfield	1,781,065	42,583	12.4	20.0	18.6	41.4	.0590
Troy	1,542,247	50,302	7.6	15.5	20.7	50.4	.0520
St. Clair	1,857,259	28,030	19.0	26.9	20.1	17.4	.0519
• Port Huron	400,937	22,488	22.2	25.7	16.1	12.8	.0159
Wayne	26,263,750	26,448	18.7	24.5	18.0	18.1	.7612
• Dearborn	1,371,955	30,995	18.8	23.0	19.6	24.4	.0506
Dearborn Heights	982,980	35,343	14.3	26.7	23.7	27.0	.0241

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Detroit	10,370,802	20,075	22.1	23.9	14.1	12.1	.2896
Lincoln Park	571,001	30,000	18.4	29.3	22.7	17.3	.0174
Livonia	1,717,955	41,898	9.3	22.0	27.0	35.4	.0545
Taylor	900,167	31,448	15.4	28.4	25.3	17.8	.0315
Westland	1,245,693	32,532	14.5	29.8	24.5	20.0	.0371
SUBURBAN TOTAL	51,073,870	34,655	14.6	24.8	21.7	27.7	1.4368
DETROIT–ANN ARBOR CONSOLIDATED AREA	***68,183,682***	***30,998***	***16.6***	***24.7***	***19.8***	***23.6***	***1.9401***
FLINT	**5,171,485**	**26,553**	**18.9**	**28.5**	**20.5**	**13.6**	**.1658**
Genesee	5,171,485	26,553	18.9	28.5	20.5	13.6	.1658
• Flint	1,490,497	21,749	21.6	27.6	15.8	9.8	.0567
SUBURBAN TOTAL	3,680,988	28,785	17.6	29.1	22.9	15.4	.1091
GRAND RAPIDS	**9,623,756**	**30,848**	**18.1**	**27.1**	**20.9**	**21.4**	**.2858**
Kent	6,934,189	29,568	19.1	27.0	20.0	20.1	.2126
• Grand Rapids	2,336,483	24,751	22.8	26.7	16.9	15.5	.0742
Wyoming	874,325	29,579	18.5	31.5	21.7	17.0	.0293
Ottawa	2,689,567	34,401	15.4	26.8	23.6	25.2	.0732
• Holland	423,474	29,293	21.2	26.2	20.9	20.0	.0162
SUBURBAN TOTAL	6,863,799	33,301	16.0	27.1	22.6	24.0	.1954
JACKSON	**1,942,679**	**28,816**	**19.2**	**27.7**	**20.1**	**18.5**	**.0560**
Jackson	1,942,679	28,816	19.2	27.7	20.1	18.5	.0560
• Jackson	447,626	22,840	22.7	27.2	15.1	13.1	.0158
SUBURBAN TOTAL	1,495,053	31,255	17.8	27.8	22.0	20.6	.0402
KALAMAZOO	**3,323,016**	**30,387**	**19.0**	**25.4**	**19.6**	**22.6**	**.0950**
Kalamazoo	3,323,016	30,387	19.0	25.4	19.6	22.6	.0950
• Kalamazoo	1,050,030	23,820	23.0	25.7	15.4	16.3	.0327
Portage	701,205	36,955	13.6	25.7	23.3	30.6	.0225
SUBURBAN TOTAL	2,272,986	33,923	16.8	25.3	21.8	26.1	.0623
LANSING–EAST LANSING	**5,928,556**	**29,475**	**19.1**	**27.2**	**20.1**	**20.0**	**.1751**
Clinton	734,851	30,414	16.8	31.3	23.2	17.2	.0198
Eaton	1,296,584	31,467	16.9	28.5	22.6	20.6	.0394
Ingham	3,897,121	28,423	20.2	26.0	18.7	20.3	.1159
• East Lansing	594,959	22,880	25.2	20.0	13.6	22.1	.0169
• Lansing	1,728,921	27,135	20.8	27.2	19.2	16.8	.0548
SUBURBAN TOTAL	3,604,676	31,295	17.2	28.2	21.6	21.4	.1034
MUSKEGON	**1,917,542**	**25,896**	**21.9**	**27.8**	**18.1**	**15.5**	**.0567**
Muskegon	1,917,542	25,896	21.9	27.8	18.1	15.5	.0567
• Muskegon	405,209	19,777	26.4	26.4	13.5	9.5	.0146
SUBURBAN TOTAL	1,512,333	28,215	20.3	28.5	19.6	17.6	.0421
SAGINAW–BAY CITY–MIDLAND	**5,075,859**	**27,682**	**18.4**	**27.2**	**19.9**	**16.5**	**.1532**
Bay	1,378,108	27,037	18.8	27.7	19.7	14.7	.0422
• Bay City	447,051	21,876	21.3	26.3	16.2	10.9	.0151
Midland	1,256,214	36,586	14.8	21.0	22.1	30.7	.0302
• Midland	739,994	39,822	13.6	18.7	21.0	36.4	.0189
Saginaw	2,441,537	25,719	19.4	29.4	19.2	12.4	.0808
• Saginaw	663,488	19,004	22.4	27.1	13.0	7.9	.0214
SUBURBAN TOTAL	3,225,326	29,459	17.5	28.9	22.4	16.7	.0978
OTHER COUNTIES							
Alcona	121,509	20,204	29.6	27.1	12.8	10.7	.0032
Alger	99,292	24,593	23.4	28.3	18.2	11.4	.0027
Allegan	1,210,644	30,140	19.1	26.7	21.8	19.8	.0325
Alpena	357,935	23,995	22.4	28.5	16.7	12.4	.0113
Antrim	163,493	17,312	31.0	27.8	10.2	4.5	.0051
Arenac	128,966	16,514	31.0	25.9	10.5	4.6	.0045
Baraga	78,477	18,068	27.3	26.2	13.3	6.6	.0025
Barry	574,331	26,184	22.0	31.1	19.0	12.2	.0152
Benzie	151,049	23,973	25.1	28.6	17.2	13.0	.0041
Branch	466,260	24,248	24.0	30.3	17.5	11.8	.0132
Cass	607,632	26,265	22.0	29.0	18.7	15.0	.0155
Charlevoix	206,520	18,394	28.3	26.8	12.9	6.3	.0068
Cheboygan	213,143	19,655	28.6	28.9	13.1	7.1	.0075
Chippewa	293,015	17,824	28.3	26.8	11.9	6.1	.0106
Clare	245,305	17,129	32.5	23.6	11.6	8.0	.0083
Crawford	156,238	23,284	28.4	24.5	16.1	16.5	.0046
Delta	470,694	25,573	21.9	25.5	19.5	14.7	.0143
Dickinson	281,099	20,018	24.9	29.0	13.7	7.4	.0095
Emmet	280,421	21,616	25.3	27.8	15.0	10.7	.0106
Gladwin	247,579	21,013	28.1	22.6	16.7	12.5	.0070
Gogebic	163,242	15,838	33.6	25.9	8.5	3.9	.0054
Grand Traverse	761,023	23,622	24.3	29.9	17.1	11.3	.0290
Gratiot	555,109	31,000	18.4	23.9	20.0	24.4	.0140
Hillsdale	456,134	22,206	25.3	29.9	15.6	9.6	.0136
Houghton	341,412	17,974	29.6	26.3	11.5	7.3	.0111
Huron	362,854	20,473	27.2	28.2	14.0	8.9	.0116
Ionia	687,111	29,395	19.1	26.4	21.0	19.4	.0185
Iosco	287,561	17,270	34.5	26.2	10.9	5.8	.0095
Iron	151,255	19,148	27.8	23.8	15.4	9.1	.0044
Isabella	700,136	27,839	21.5	27.0	16.8	21.7	.0199
Kalkaska	129,873	19,678	28.0	27.7	14.6	6.9	.0043
Keweenaw	19,082	17,250	31.7	24.2	11.5	6.3	.0007
Lake	63,003	12,300	31.6	18.6	6.3	2.5	.0021
Leelanau	201,755	24,259	24.1	30.7	15.9	13.0	.0053
Lenawee	1,067,097	26,863	21.2	30.3	20.7	13.5	.0315
Luce	60,513	21,333	27.1	28.6	15.6	9.4	.0019
Mackinac	106,461	19,124	29.9	29.3	13.5	5.1	.0037
Manistee	228,028	20,265	25.5	29.8	13.1	7.7	.0073
Marquette	818,479	25,198	23.5	27.8	20.5	11.3	.0248
Mason	283,805	21,750	25.3	30.1	14.7	9.1	.0087
Mecosta	322,256	17,546	30.7	25.7	11.6	6.3	.0110
Menominee	240,013	19,580	27.2	32.2	11.4	5.3	.0074
Missaukee	106,525	18,129	31.8	28.6	11.3	4.9	.0034
Montcalm	561,191	23,070	24.1	28.7	16.9	11.1	.0173
Montmorency	91,833	18,053	30.8	25.9	11.3	7.9	.0028
Newaygo	376,334	20,613	26.3	27.9	15.2	8.2	.0112
Oceana	276,069	25,785	21.7	27.5	18.4	15.8	.0075
Ogemaw	172,797	16,083	30.7	23.7	10.7	6.5	.0056
Ontonagon	85,195	17,819	27.9	29.4	11.6	4.2	.0027
Osceola	227,473	23,440	24.8	28.7	16.2	12.8	.0063
Oscoda	60,585	13,694	33.7	24.0	5.3	2.8	.0021
Otsego	228,219	26,137	23.7	30.9	17.7	15.9	.0070
Presque Isle	112,994	14,851	26.1	25.8	8.1	4.4	.0039
Roscommon	200,048	16,275	33.7	23.7	9.6	6.4	.0071
St. Joseph	792,216	28,347	21.5	28.3	19.3	19.4	.0212
Sanilac	392,366	19,963	28.5	28.6	13.6	7.7	.0123
Schoolcraft	101,584	22,905	26.2	26.0	17.6	12.4	.0030
Shiawassee	879,181	29,595	18.6	28.5	22.1	16.8	.0245
Tuscola	640,804	26,694	21.3	28.5	20.1	14.3	.0176
Van Buren	680,134	20,543	25.8	28.9	15.1	7.2	.0213
Wexford	249,911	18,207	31.0	27.6	10.6	7.0	.0096
TOTAL METRO COUNTIES	**105,161,682**	**30,072**	**17.6**	**25.5**	**19.9**	**21.7**	**3.0443**
TOTAL STATE	**125,756,945**	**28,505**	**19.0**	**26.0**	**19.2**	**19.7**	**3.6654**

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Minnesota

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
DULUTH	**238.5**	**.0950**	**35.7**	**9.9**	**14.3**	**20.7**	**30.3**	**94.7**	**1,688,841**	**337,073**	**146,472**	**245,753**	**58,339**	**331,724**	**55,356**
St. Louis	196.8	.0784	35.9	9.9	14.1	20.9	30.5	78.3	1,387,845	280,203	115,043	205,947	54,029	269,163	45,536
• Duluth	84.9	.0339	34.1	13.6	14.9	19.5	29.1	34.3	764,490	140,003	72,736	156,261	36,501	119,831	30,130
Douglas, Wisc.	*41.7*	*.0166*	*34.9*	*9.5*	*14.9*	*20.5*	*29.3*	*16.4*	*300,996*	*56,870*	*31,429*	*39,806*	*4,310*	*62,561*	*9,820*
• Superior	*27.1*	*.0108*	*34.2*	*10.9*	*15.3*	*19.3*	*29.5*	*11.0*	*268,304*	*50,639*	*25,699*	*39,806*	*3,494*	*59,083*	*9,820*
SUBURBAN TOTAL	126.5	.0503	37.1	7.1	13.7	22.1	31.3	49.4	656,047	146,431	48,037	49,686	18,344	152,810	15,406
FARGO–MOORHEAD	**154.4**	**.0615**	**29.8**	**16.5**	**17.2**	**19.6**	**21.4**	**58.2**	**1,296,415**	**232,156**	**127,449**	**198,959**	**52,448**	**272,580**	**30,010**
Clay	50.5	.0201	28.8	19.3	14.0	17.8	23.5	17.5	285,328	60,709	27,142	25,750	25,887	37,928	12,208
• Moorhead	32.3	.0129	25.8	26.1	14.1	15.7	21.4	11.1	223,145	52,908	19,602	20,592	23,164	32,399	11,321
Cass, N. D.	*103.9*	*.0414*	*30.1*	*15.1*	*18.8*	*20.5*	*20.4*	*40.7*	*1,011,087*	*171,447*	*100,307*	*173,209*	*26,561*	*234,652*	*17,802*
• Fargo	*74.9*	*.0299*	*29.7*	*18.0*	*19.9*	*19.2*	*20.3*	*30.5*	*951,112*	*155,294*	*92,454*	*172,631*	*26,027*	*231,591*	*16,417*
SUBURBAN TOTAL	47.2	.0187	32.4	7.5	15.4	22.8	23.1	16.6	122,158	23,954	15,393	5,736	3,257	8,590	2,272
MINNEAPOLIS–ST. PAUL	**2,501.4**	**.9972**	**31.8**	**10.0**	**20.0**	**22.3**	**21.2**	**949.5**	**20,446,928**	**3,564,769**	**2,098,155**	**2,852,755**	**940,247**	**4,436,322**	**462,239**
Anoka	248.3	.0990	29.9	9.7	19.9	23.4	16.4	84.0	1,655,282	328,939	133,134	244,285	101,577	348,526	30,022
Coon Rapids	54.0	.0215	29.2	9.7	20.3	23.5	14.8	17.8	382,571	74,602	27,521	41,511	7,323	133,831	2,495
Carver	49.0	.0195	30.4	8.6	20.0	21.9	19.0	17.0	180,900	49,568	31,088	1,961	5,248	25,139	4,445
Chisago	30.9	.0123	32.2	7.5	16.0	21.7	23.8	10.7	150,580	44,805	12,622	751	2,106	30,116	2,881
Dakota	286.1	.1141	30.2	9.1	21.1	23.4	16.3	102.2	2,101,441	425,649	173,112	341,751	136,529	398,116	40,176
Burnsville	53.3	.0213	29.9	11.1	22.0	24.3	14.4	19.9	809,660	109,947	50,043	240,435	79,769	96,955	6,718
Eagan	49.3	.0197	28.9	9.0	28.3	24.0	8.8	18.1	133,188	50,734	24,126	2,790	2,089	2,802	7,071
Hennepin	1,044.4	.4164	32.8	10.5	20.7	22.3	23.2	424.1	10,005,141	1,585,565	1,106,708	1,489,265	433,373	2,071,324	230,369
• Bloomington	87.3	.0348	35.1	9.8	18.6	23.1	27.1	34.9	983,672	86,949	143,403	124,030	24,706	360,118	22,977
Brooklyn Park	57.0	.0227	28.8	11.0	22.5	24.0	12.2	20.6	404,594	112,034	25,706	58,254	6,144	75,159	10,909
Edina	46.6	.0186	42.3	6.4	11.8	22.9	38.8	20.1	872,945	81,788	44,501	251,694	99,347	33,306	9,278
• Minneapolis	372.7	.1486	31.9	13.4	22.9	20.4	22.5	162.6	2,786,604	533,799	454,545	323,667	128,546	327,738	83,621
Minnetonka	48.9	.0195	35.6	7.7	16.9	26.7	24.5	18.9	905,851	140,303	57,055	254,610	46,930	168,033	6,473
Plymouth	51.5	.0205	31.9	9.3	19.3	27.3	16.7	18.6	398,131	94,786	17,682	109	6,031	104,682	5,204
St. Louis Park	44.3	.0177	34.5	9.4	23.9	20.5	28.3	20.2	488,940	73,076	50,347	79,269	18,889	106,499	15,645
Isanti	26.2	.0104	31.9	7.4	16.2	22.3	22.7	8.9	124,079	33,666	8,687	11,356	2,707	27,706	1,695
Ramsey	487.4	.1943	32.1	11.4	19.2	20.5	23.9	191.2	4,465,467	767,618	459,081	668,034	214,521	1,111,160	108,605
• St. Paul	273.2	.1089	31.5	12.3	20.0	18.9	24.0	110.6	2,066,210	378,643	266,599	341,495	80,202	365,643	58,940
Scott	59.2	.0236	30.0	8.5	20.4	22.5	17.3	19.8	277,729	46,807	31,151	15,314	6,767	70,844	7,004
Washington	149.0	.0594	31.4	7.9	18.2	25.5	17.8	50.3	776,626	157,956	82,153	34,890	20,197	147,931	23,177
Wright	69.9	.0279	30.0	8.5	17.6	21.0	20.1	23.4	395,579	64,121	30,622	12,541	9,307	121,957	10,630
St. Croix, Wisc.	*51.0*	*.0203*	*31.5*	*8.4*	*17.6*	*22.5*	*21.3*	*17.9*	*314,104*	*60,075*	*29,797*	*32,607*	*8,015*	*83,503*	*3,235*
SUBURBAN TOTAL	1,768.2	.7049	31.6	9.0	19.4	23.2	20.3	641.4	14,610,442	2,565,378	1,233,608	2,063,563	706,893	3,382,823	296,701
ROCHESTER	**107.6**	**.0429**	**31.6**	**9.1**	**19.7**	**21.5**	**21.7**	**40.5**	**1,009,846**	**172,265**	**82,716**	**181,454**	**49,564**	**253,131**	**18,302**
Olmsted	107.6	.0429	31.6	9.1	19.7	21.5	21.7	40.5	1,009,846	172,265	82,716	181,454	49,564	253,131	18,302
• Rochester	71.5	.0285	31.6	9.7	21.4	20.6	22.1	28.2	954,209	165,102	78,849	181,431	47,880	244,539	17,008
SUBURBAN TOTAL	36.1	.0144	31.6	7.7	16.7	23.4	20.9	12.3	55,637	7,163	3,867	23	1,684	8,592	1,294
ST. CLOUD	**193.1**	**.0770**	**28.4**	**15.0**	**16.9**	**18.6**	**20.2**	**65.1**	**2,385,247**	**221,617**	**109,332**	**738,673**	**57,407**	**274,217**	**86,326**
Benton	30.6	.0122	29.4	11.6	18.5	18.2	21.5	11.1	102,876	24,153	10,734	13,302	696	6,141	2,659
Sherburne	42.8	.0171	28.6	11.6	18.1	21.9	16.5	13.9	205,564	52,248	10,134	13,321	4,282	68,467	13,076
Stearns	119.7	.0477	28.0	17.1	16.0	17.5	21.3	40.1	2,076,807	145,216	88,464	712,050	52,429	199,609	70,591
• St. Cloud	49.2	.0196	26.0	28.2	17.0	14.9	19.7	18.1	1,722,283	44,411	57,737	711,831	47,816	136,121	16,779
SUBURBAN TOTAL	143.9	.0574	29.2	10.5	16.7	19.9	20.5	47.0	662,964	177,206	51,595	26,842	9,591	138,096	69,547
OTHER COUNTIES															
Aitkin	12.4	.0049	43.0	4.7	11.3	18.4	41.6	5.1	60,653	12,218	7,281	1,171	476	14,381	2,716
Becker	27.9	.0112	35.1	6.9	13.8	19.5	30.5	10.5	171,942	34,648	13,863	12,841	6,914	43,258	4,336
Beltrami	34.6	.0138	29.1	13.9	14.8	18.5	22.8	12.0	263,723	53,971	22,051	25,693	8,690	54,289	5,544
Big Stone	6.2	.0024	40.8	4.9	11.8	17.3	39.8	2.4	35,845	8,041	3,221	3,272	2,641	2,565	2,125
Blue Earth	54.1	.0216	27.8	23.7	14.6	16.8	22.6	19.3	498,235	129,683	45,922	58,935	15,199	74,594	15,193
Brown	26.9	.0107	34.6	8.3	14.8	18.3	31.0	10.3	162,317	47,740	15,477	14,259	5,085	24,068	3,702
Carlton	29.3	.0117	35.1	7.1	14.6	20.8	29.4	10.9	174,551	35,959	17,940	8,789	1,986	35,664	6,499
Cass	21.8	.0087	38.5	5.6	12.4	18.8	35.8	8.3	111,319	25,016	12,038	345	2,568	27,452	2,168
Chippewa	13.1	.0053	37.7	6.0	13.2	18.9	34.7	5.2	88,578	15,688	6,597	6,076	2,499	23,425	2,784
Clearwater	8.3	.0033	36.7	6.3	12.3	18.4	33.7	3.1	27,622	8,032	1,832	239	270	3,001	3,798
Cook	3.8	.0015	38.6	5.1	14.2	24.5	31.9	1.6	32,026	7,328	6,411	489	136	514	1,900
Cottonwood	12.6	.0051	39.5	5.8	12.2	18.5	37.3	5.0	58,859	9,368	4,868	4,648	1,921	11,846	2,280
Crow Wing	44.6	.0177	36.0	7.7	13.8	19.6	31.8	17.3	417,587	64,596	35,622	102,451	7,973	85,875	9,621
Dodge	15.8	.0063	31.5	7.7	16.5	19.6	24.6	5.6	47,071	13,910	4,135	1,352	710	5,123	600
Douglas	28.8	.0115	35.4	8.2	14.0	19.0	31.5	11.0	227,601	44,898	20,359	24,531	9,986	41,028	9,407
Faribault	16.7	.0067	39.2	5.6	12.3	18.4	37.0	6.7	66,629	16,773	4,141	4,972	1,782	13,638	3,336
Fillmore	20.7	.0082	36.7	6.7	13.2	18.2	34.0	7.8	95,800	20,911	5,474	1,043	2,946	27,956	2,963
Freeborn	32.9	.0131	37.3	7.0	13.8	19.7	33.6	13.0	255,999	46,467	17,172	28,956	8,591	69,769	5,399
Goodhue	40.9	.0163	34.3	7.3	15.6	20.1	28.8	15.3	253,550	62,524	19,055	16,592	5,682	54,650	14,515
Grant	6.2	.0025	41.0	4.5	12.1	17.4	39.9	2.4	29,692	5,332	1,369	43	84	10,617	1,607
Houston	18.5	.0074	34.2	7.0	15.3	19.7	29.1	6.8	56,386	9,926	3,862	187	820	11,898	1,292
Hubbard	15.0	.0060	37.9	5.6	12.9	20.0	34.0	5.8	89,795	24,202	5,341	1,415	2,000	20,362	6,979
Itasca	40.7	.0162	36.1	6.8	13.1	21.6	30.1	15.4	250,827	45,667	16,750	27,686	3,038	53,935	6,848
Jackson	11.5	.0046	37.2	6.6	13.5	18.0	34.9	4.5	70,522	2,431	3,525	1,431	3,434	28,451	12,030
Kanabec	12.9	.0052	33.5	6.8	15.0	19.6	28.1	4.8	67,139	11,519	5,918	331	692	15,535	6,889
Kandiyohi	39.0	.0155	33.0	9.2	15.2	19.5	27.4	14.4	261,437	42,574	25,519	41,740	11,167	39,664	9,737

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Kittson	5.7	.0023	39.0	5.2	12.9	19.0	36.6	2.2
Koochiching	16.1	.0064	35.8	8.1	15.1	21.4	29.8	5.9
Lac qui Parle	8.8	.0035	40.1	4.4	12.6	18.1	38.4	3.5
Lake	10.2	.0041	39.7	5.4	13.4	20.2	36.5	4.2
Lake of the Woods	4.1	.0016	35.7	6.3	15.0	19.8	31.1	1.6
Le Sueur	23.2	.0093	33.6	7.5	14.9	19.8	28.1	8.5
Lincoln	6.8	.0027	42.0	4.8	10.9	16.8	41.2	2.7
Lyon	24.8	.0099	31.6	13.0	14.5	17.9	27.3	9.1
McLeod	32.3	.0128	33.0	8.2	15.9	19.8	27.0	11.9
Mahnomen	5.0	.0020	35.2	6.0	12.5	17.5	32.7	1.8
Marshall	10.9	.0044	36.8	5.9	12.8	19.2	33.2	4.2
Martin	22.7	.0090	37.3	5.8	14.1	19.3	33.8	9.0
Meeker	20.9	.0084	35.0	6.7	13.8	19.0	31.0	7.7
Mille Lacs	18.7	.0074	34.9	7.1	13.7	19.1	30.8	6.9
Morrison	29.7	.0119	32.7	7.4	14.6	18.0	28.6	10.4
Mower	37.1	.0148	37.7	7.2	13.6	18.1	35.4	14.9
Murray	9.6	.0038	38.6	6.0	11.9	18.4	36.4	3.7
Nicollet	28.2	.0112	30.0	15.7	15.6	20.0	22.2	9.5
Nobles	20.0	.0080	36.1	7.9	14.1	18.3	33.0	7.6
Norman	7.9	.0032	39.4	4.9	12.5	17.9	37.6	3.1
Otter Tail	50.7	.0202	37.6	6.6	13.2	19.0	34.6	19.5
Pennington	13.2	.0052	34.3	10.1	13.9	19.5	29.5	5.1
Pine	21.4	.0086	34.5	6.9	15.3	19.0	30.2	7.6
Pipestone	10.4	.0041	36.3	6.9	13.3	16.7	34.8	4.0
Polk	32.3	.0129	34.9	8.2	13.6	18.8	31.1	11.9
Pope	10.7	.0043	38.8	5.2	12.2	18.2	36.8	4.1
Red Lake	4.5	.0018	35.7	5.7	13.4	18.4	32.4	1.7
Redwood	17.1	.0068	36.9	6.1	13.3	17.9	34.5	6.5
Renville	17.5	.0070	37.0	5.9	13.6	17.6	34.9	6.7
Rice	49.5	.0197	29.9	16.1	15.1	19.1	23.2	16.5
Rock	9.7	.0039	36.8	6.0	13.0	18.5	33.9	3.7
Roseau	15.3	.0061	30.8	8.4	17.5	18.2	24.6	5.5
Sibley	14.3	.0057	35.7	6.6	14.0	18.1	32.7	5.3
Steele	30.8	.0123	32.8	8.6	16.0	19.9	26.7	11.4
Stevens	10.6	.0042	30.1	20.5	11.2	16.0	28.4	3.8
Swift	10.5	.0042	38.4	5.5	13.3	17.6	36.6	4.2
Todd	23.3	.0093	34.7	6.8	12.8	18.8	30.9	8.6
Traverse	4.3	.0017	41.7	4.6	11.4	16.5	41.1	1.7
Wabasha	19.8	.0079	34.3	7.3	14.7	19.8	29.2	7.3
Wadena	13.1	.0053	36.2	7.0	13.1	17.8	33.7	5.0
Waseca	18.1	.0072	33.1	8.9	14.9	19.6	27.7	6.7
Watonwan	11.6	.0046	36.0	6.7	13.9	17.9	33.3	4.5
Wilkin	7.5	.0030	34.5	7.3	15.0	17.7	31.5	2.8
Winona	47.9	.0191	30.3	17.7	14.1	18.2	25.1	17.0
Yellow Medicine	11.6	.0046	38.1	6.2	13.1	17.2	36.4	4.6
TOTAL METRO COUNTIES	**2,998.4**	**1.1953**	**31.7**	**10.5**	**19.4**	**21.9**	**21.8**	**1,133.0**
TOTAL STATE	**4,412.0**	**1.7591**	**32.5**	**10.0**	**17.7**	**20.9**	**24.6**	**1,661.6**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Kittson	31,357	7,826	1,574	89	437	4,805	3,552
Koochiching	92,223	18,298	7,631	11,084	2,348	12,410	4,514
Lac qui Parle	29,483	6,254	1,566	747	809	4,899	1,289
Lake	68,820	13,639	3,873	392	500	22,823	6,454
Lake of the Woods	21,459	5,897	1,729	572	144	356	1,414
Le Sueur	75,741	14,339	8,839	2,081	3,074	16,632	3,572
Lincoln	26,369	5,109	2,125	296	258	4,783	1,262
Lyon	174,258	40,877	18,760	14,975	5,197	36,419	4,011
McLeod	244,014	94,272	15,732	20,460	4,832	47,089	4,569
Mahnomen	20,369	4,931	1,722	352	106	3,784	2,998
Marshall	46,594	8,751	3,030	213	263	20,288	727
Martin	127,230	30,449	10,466	18,887	4,082	24,501	4,357
Meeker	91,267	17,518	7,542	4,921	2,474	23,317	2,858
Mille Lacs	85,024	25,858	8,013	2,324	2,516	5,020	3,593
Morrison	134,535	29,791	12,966	7,658	2,606	24,277	5,943
Mower	221,786	52,816	18,994	27,727	10,547	48,821	5,848
Murray	33,189	6,236	3,802	815	743	5,820	5,502
Nicollet	106,925	18,980	13,935	130	1,271	32,391	754
Nobles	130,925	23,835	12,098	19,952	5,044	24,196	6,648
Norman	32,523	7,596	1,542	110	390	12,042	1,326
Otter Tail	288,935	64,236	20,851	34,987	6,602	67,715	8,004
Pennington	89,066	23,911	11,400	18,281	2,584	14,116	3,371
Pine	113,939	19,258	20,372	2,721	2,596	34,736	2,003
Pipestone	54,007	12,017	5,444	5,799	2,482	12,757	2,333
Polk	163,790	59,853	12,986	7,732	4,728	27,576	7,027
Pope	47,672	11,470	4,841	2,136	496	11,037	1,650
Red Lake	14,815	1,355	1,484	179	266	7,624	306
Redwood	81,143	21,729	5,990	7,041	1,725	21,429	2,696
Renville	70,378	16,713	4,615	1,441	617	14,415	2,287
Rice	286,297	60,122	33,506	14,340	8,481	80,549	8,759
Rock	36,382	9,262	5,360	2,953	702	6,669	1,985
Roseau	70,866	16,403	6,483	3,076	847	22,931	3,456
Sibley	40,388	9,407	3,509	991	796	11,521	2,134
Steele	208,914	42,383	14,988	18,721	6,881	46,048	5,730
Stevens	63,869	14,628	5,818	158	1,824	15,971	8,853
Swift	40,615	12,344	2,470	3,199	820	7,928	2,959
Todd	80,729	21,558	6,114	1,277	1,536	20,481	2,779
Traverse	18,810	4,193	1,420	142	417	2,878	2,481
Wabasha	93,236	19,953	6,034	1,406	865	19,894	2,990
Wadena	89,389	18,318	4,747	8,967	1,757	13,935	3,573
Waseca	83,435	16,569	6,677	564	899	17,838	9,208
Watonwan	46,012	12,108	3,466	2,832	1,385	12,011	2,011
Wilkin	34,459	5,114	5,477	72	319	8,467	2,029
Winona	272,902	62,110	29,848	30,890	5,890	57,118	5,201
Yellow Medicine	54,054	11,110	2,631	1,725	2,270	14,199	2,962
TOTAL METRO COUNTIES	**25,201,090**	**4,239,488**	**2,402,591**	**3,971,972**	**1,119,219**	**5,187,258**	**621,376**
TOTAL STATE	**33,314,968**	**6,038,306**	**3,110,824**	**4,666,974**	**1,331,935**	**6,945,332**	**934,122**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
DULUTH	**3,094,630**	**25,287**	**20.7**	**26.5**	**20.2**	**14.0**	**.0913**
St. Louis	2,574,498	26,657	20.2	26.6	20.6	14.0	.0755
• Duluth	1,094,273	23,448	23.2	26.5	16.9	12.3	.0351
Douglas, Wisc.	*520,132*	*24,724*	*23.1*	*27.0*	*17.9*	*13.2*	*.0158*
• Superior	*347,523*	*23,768*	*24.0*	*25.4*	*16.9*	*14.3*	*.0116*
SUBURBAN TOTAL	1,652,834	29,121	18.3	27.0	23.1	14.3	.0446
FARGO–MOORHEAD	**1,961,645**	**25,460**	**22.2**	**29.7**	**18.4**	**13.8**	**.0618**
Clay	546,234	23,499	23.6	30.1	16.3	11.3	.0166
• Moorhead	356,033	23,246	24.0	29.3	16.1	11.8	.0114
Cass, N. D.	*1,415,411*	*26,346*	*21.5*	*28.1*	*19.3*	*14.9*	*.0452*
• Fargo	*1,055,056*	*25,579*	*22.3*	*27.1*	*18.8*	*14.6*	*.0368*
SUBURBAN TOTAL	550,556	26,684	20.5	31.2	19.2	13.8	.0136

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
MINNEAPOLIS–ST. PAUL	**40,156,297**	**33,773**	**16.4**	**24.6**	**21.4**	**26.5**	**1.1126**
Anoka	3,391,241	35,012	12.8	29.7	29.1	20.9	.0958
Coon Rapids	769,085	37,714	8.8	27.9	34.1	23.4	.0217
Carver	737,822	34,414	14.8	25.6	20.7	28.3	.0174
Chisago	360,928	28,272	19.1	29.7	22.7	13.6	.0101
Dakota	4,709,071	38,637	13.2	23.1	24.5	32.1	.1250
Burnsville	1,012,054	43,642	11.2	20.5	23.0	40.6	.0322
Eagan	838,935	39,717	12.7	23.3	26.8	32.8	.0181
Hennepin	18,010,787	32,746	17.3	23.9	19.3	27.1	.5067
• Bloomington	1,778,225	42,396	10.3	22.2	22.8	39.7	.0487
Brooklyn Park	859,638	36,596	12.7	26.1	27.8	25.6	.0236
Edina	1,246,944	47,748	11.9	18.8	16.0	47.6	.0360

MINN. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
• Minneapolis	5,425,637	23,793	23.2	25.5	15.6	16.4	.1535
Minnetonka	1,095,576	48,735	8.1	17.7	21.8	48.0	.0346
Plymouth	1,006,279	44,973	9.7	20.7	22.5	42.9	.0251
St. Louis Park	895,870	34,718	16.6	25.5	20.8	28.7	.0245
Isanti	286,659	26,319	20.9	31.5	19.6	12.3	.0082
Ramsey	7,686,017	31,145	18.5	25.0	19.8	24.0	.2229
• St. Paul	3,946,208	26,448	21.8	25.8	17.8	18.3	.1125
Scott	767,838	32,320	16.8	28.4	24.5	19.6	.0203
Washington	2,671,518	43,247	9.6	17.4	24.1	42.9	.0630
Wright	828,855	28,954	18.5	30.3	21.4	16.4	.0239
St. Croix, Wisc.	*705,561*	*32,356*	*17.0*	*25.2*	*22.5*	*22.8*	*.0193*
SUBURBAN TOTAL	29,006,227	36,797	14.0	24.2	23.5	29.8	.7979
ROCHESTER	**1,676,368**	**33,352**	**17.0**	**25.3**	**21.9**	**25.3**	**.0492**
Olmsted	1,676,368	33,352	17.0	25.3	21.9	25.3	.0492
• Rochester	1,153,803	32,763	17.9	24.6	21.5	24.9	.0380
SUBURBAN TOTAL	522,565	34,403	15.1	26.9	22.7	26.1	.0112
ST. CLOUD	**2,113,953**	**25,034**	**23.5**	**30.8**	**17.7**	**12.4**	**.0852**
Benton	349,698	25,023	21.7	30.0	18.4	12.4	.0092
Sherburne	488,115	29,119	17.6	32.1	22.7	14.7	.0137
Stearns	1,276,140	23,528	24.4	30.8	15.7	11.6	.0623
• St. Cloud	575,109	22,729	24.9	28.7	16.1	10.8	.0407
SUBURBAN TOTAL	1,538,844	25,912	21.6	31.6	18.3	13.0	.0445
OTHER COUNTIES							
Aitkin	94,918	13,843	32.4	24.0	6.4	2.0	.0034
Becker	240,276	16,635	31.8	25.8	9.0	5.5	.0086
Beltrami	340,276	19,737	26.2	26.0	12.8	10.6	.0119
Big Stone	62,041	19,214	27.7	29.0	10.8	8.4	.0018
Blue Earth	603,733	22,875	25.6	29.3	16.0	11.1	.0214
Brown	295,469	22,056	24.6	31.3	14.4	9.1	.0090
Carlton	355,560	26,777	20.7	28.6	19.8	14.2	.0103
Cass	181,210	15,734	32.3	24.8	8.7	4.4	.0063
Chippewa	152,674	21,836	25.4	28.4	14.3	11.5	.0046
Clearwater	57,624	13,000	29.6	22.8	6.6	2.5	.0020
Cook	41,352	19,415	26.3	27.3	13.9	7.3	.0014
Cottonwood	119,200	17,438	30.4	26.6	9.4	6.9	.0037
Crow Wing	449,111	19,218	27.0	27.6	13.0	7.6	.0169
Dodge	171,903	24,976	21.1	31.8	17.9	11.5	.0044
Douglas	272,054	18,353	26.3	28.3	11.1	6.3	.0100
Faribault	165,285	18,446	29.8	28.2	11.1	6.2	.0049
Fillmore	178,267	16,970	29.4	27.1	9.4	5.2	.0057
Freeborn	359,447	21,897	24.4	30.9	15.7	7.7	.0119
Goodhue	533,402	27,595	20.3	27.4	20.3	16.4	.0153
Grant	72,527	21,628	26.4	28.0	13.4	12.2	.0020
Houston	204,126	23,429	23.1	30.8	16.1	11.2	.0053
Hubbard	150,328	18,721	29.5	26.7	12.0	8.0	.0048
Itasca	422,131	22,502	23.7	31.4	15.9	7.6	.0135
Jackson	119,674	20,261	26.8	29.3	12.7	8.6	.0039
Kanabec	127,731	20,085	27.2	28.7	13.5	8.0	.0039
Kandiyohi	431,112	22,034	26.0	29.7	14.4	10.8	.0135
Kittson	55,277	18,741	27.7	27.8	12.2	7.0	.0018
Koochiching	184,098	25,778	20.7	26.9	19.1	14.0	.0056
Lac qui Parle	78,133	16,406	30.5	25.8	9.2	4.9	.0023
Lake	130,858	25,573	21.9	37.3	15.5	10.3	.0037
Lake of the Woods	29,835	14,254	34.9	26.0	4.5	1.9	.0012
Le Sueur	226,623	20,867	25.5	30.9	13.6	7.4	.0063
Lincoln	57,146	14,736	31.7	21.3	8.7	4.9	.0018
Lyon	265,227	21,836	25.0	29.3	14.8	10.0	.0086
McLeod	346,999	23,663	23.0	32.2	17.1	9.1	.0116
Mahnomen	39,880	15,984	32.1	24.2	9.1	5.8	.0012
Marshall	97,089	17,442	29.6	27.1	9.7	6.0	.0031
Martin	302,264	25,205	23.3	29.7	16.1	15.6	.0082
Meeker	224,817	21,621	24.8	27.4	15.3	10.8	.0065
Mille Lacs	187,236	20,225	26.4	27.5	14.5	8.4	.0055
Morrison	256,499	18,179	26.8	27.5	11.1	7.0	.0084
Mower	445,823	22,985	23.5	26.9	17.3	11.6	.0130
Murray	86,870	17,788	30.5	28.3	9.1	6.0	.0025
Nicollet	346,118	27,859	20.4	28.1	20.1	16.9	.0090
Nobles	179,612	17,536	30.5	26.9	10.7	5.7	.0063
Norman	86,530	20,338	25.7	27.9	12.7	10.3	.0025
Otter Tail	477,060	17,707	28.6	27.6	10.5	6.0	.0157
Pennington	104,765	15,415	33.0	24.9	8.3	3.2	.0039
Pine	163,060	15,927	29.4	27.0	8.8	3.6	.0060
Pipestone	86,692	15,416	29.5	24.9	7.0	5.8	.0030
Polk	303,807	18,976	26.5	28.2	12.4	6.9	.0095
Pope	87,281	15,307	30.6	25.4	7.4	4.9	.0030
Red Lake	31,138	13,386	30.0	22.4	7.5	1.9	.0009
Redwood	162,191	18,132	29.0	27.5	10.7	6.6	.0052
Renville	188,987	21,944	24.6	31.6	14.9	8.4	.0052
Rice	540,449	24,753	23.2	29.9	17.9	12.2	.0164
Rock	83,798	17,019	31.2	28.7	8.3	4.9	.0026
Roseau	148,433	21,161	24.0	29.8	14.3	8.7	.0045
Sibley	146,001	21,132	26.2	30.7	13.5	8.5	.0040
Steele	344,161	24,085	23.2	33.4	16.8	9.6	.0108
Stevens	96,136	17,920	28.9	27.8	9.6	7.1	.0032
Swift	103,610	18,140	27.7	27.5	9.9	7.6	.0031
Todd	187,663	15,865	29.7	25.3	8.5	5.1	.0058
Traverse	52,343	21,946	26.4	26.7	15.2	12.5	.0015
Wabasha	220,242	23,221	22.8	29.1	16.0	11.8	.0062
Wadena	123,752	17,476	28.2	24.1	12.4	7.2	.0044
Waseca	219,050	25,511	21.5	29.0	17.7	14.8	.0058
Watonwan	105,770	18,448	28.8	30.6	9.3	5.7	.0032
Wilkin	88,326	24,519	24.9	30.0	16.4	12.9	.0024
Winona	554,146	24,048	23.7	28.8	16.4	13.2	.0164
Yellow Medicine	136,967	22,245	24.3	28.5	14.3	12.1	.0039
TOTAL METRO COUNTIES	**46,361,789**	**32,521**	**17.1**	**25.2**	**21.0**	**24.6**	**1.3198**
TOTAL STATE	**60,945,982**	**28,119**	**20.0**	**26.1**	**18.7**	**19.7**	**1.7759**

Mississippi

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
BILOXI-GULFPORT	**197.5**	**.0787**	**31.3**	**11.4**	**17.1**	**19.2**	**24.6**	**71.5**
Hancock	32.3	.0128	34.6	8.6	14.4	19.6	29.8	12.0
Harrison	165.2	.0659	30.8	11.9	17.7	19.1	23.6	59.5
• Biloxi	46.3	.0185	28.9	17.0	19.0	15.6	22.7	16.6
• Gulfport	40.7	.0162	33.0	10.8	17.3	18.6	28.0	15.8
SUBURBAN TOTAL	110.5	.0440	31.9	9.2	16.5	20.8	24.1	39.1

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
BILOXI-GULFPORT	**1,200,606**	**256,890**	**136,725**	**179,623**	**52,132**	**272,875**	**49,501**
Hancock	121,659	41,203	8,068	12,638	1,924	23,304	7,576
Harrison	1,078,947	215,687	128,657	166,985	50,208	249,571	41,925
• Biloxi	399,211	70,902	67,008	99,377	13,315	65,269	10,911
• Gulfport	455,155	70,335	42,211	62,001	32,017	137,206	17,343
SUBURBAN TOTAL	346,240	115,653	27,506	18,245	6,800	70,400	21,247

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
JACKSON	**397.4**	**.1583**	**31.1**	**11.1**	**17.4**	**20.5**	**22.6**	**140.9**	**2,898,573**	**429,672**	**250,436**	**503,089**	**129,734**	**757,970**	**98,913**
Hinds	253.6	.1011	30.8	11.9	17.0	19.7	23.2	90.7	2,128,825	289,787	182,147	315,095	98,575	644,604	73,283
• Jackson	196.0	.0781	30.8	12.0	17.5	19.3	23.4	71.6	1,999,780	267,191	170,645	309,184	96,071	610,073	61,130
Madison	55.1	.0219	29.8	10.6	19.9	19.6	20.1	19.8	374,859	51,304	33,315	135,739	14,937	38,641	9,020
Rankin	88.7	.0353	32.7	9.2	17.0	23.4	22.6	30.4	394,889	88,581	34,974	52,255	16,222	74,725	16,610
SUBURBAN TOTAL	201.4	.0802	31.3	10.3	17.4	21.7	21.8	69.3	898,793	162,481	79,791	193,905	33,663	147,897	37,783
PASCAGOULA	**115.1**	**.0459**	**31.7**	**9.5**	**16.0**	**21.4**	**23.3**	**40.4**	**565,295**	**125,324**	**53,167**	**72,801**	**16,935**	**110,497**	**29,470**
Jackson	115.1	.0459	31.7	9.5	16.0	21.4	23.3	40.4	565,295	125,324	53,167	72,801	16,935	110,497	29,470
• Pascagoula	25.9	.0103	31.7	10.7	16.4	19.9	24.8	9.8	261,932	56,471	24,373	15,038	8,720	88,004	12,917
SUBURBAN TOTAL	89.2	.0356	31.7	9.1	15.7	21.9	22.9	30.6	303,363	68,853	28,794	57,763	8,215	22,493	16,553
OTHER COUNTIES															
Adams	35.0	.0139	33.7	8.3	14.4	19.1	29.1	13.1	258,960	60,690	15,297	40,283	8,669	53,248	12,551
Alcorn	31.6	.0126	35.6	9.1	14.3	21.2	29.7	12.4	211,731	42,014	17,706	25,633	8,625	39,959	9,231
Amite	13.3	.0053	33.3	9.0	13.9	17.8	29.8	4.8	31,770	11,210	363	2,776	625	4,165	2,000
Attala	18.4	.0074	35.3	9.2	12.9	17.6	32.8	6.9	86,302	21,682	5,528	9,015	1,106	12,341	6,489
Benton	8.0	.0032	31.8	10.0	14.8	16.4	28.8	2.8	10,323	5,351	371	136	204	904	
Bolivar	41.5	.0165	26.5	13.9	12.9	16.8	22.3	13.2	172,971	54,054	8,763	13,875	6,602	31,108	8,791
Calhoun	14.9	.0060	35.0	10.1	13.6	18.9	31.0	5.7	59,958	11,940	1,962	4,243	938	14,970	3,011
Carroll	9.2	.0036	34.0	8.7	13.8	19.2	29.5	3.3	12,300	2,768	806		64	2,859	809
Chickasaw	18.1	.0072	31.6	10.1	14.9	18.0	26.9	6.5	90,117	26,003	2,793	16,602	5,851	20,692	3,079
Choctaw	9.1	.0037	32.9	8.6	14.0	18.5	28.5	3.2	24,427	6,033	1,061	1,126	333	5,040	1,221
Claiborne	11.4	.0045	24.4	23.3	12.2	14.4	21.5	3.4	21,330	6,585	3,799	1,058	627	661	1,073
Clarke	17.3	.0069	33.1	9.5	13.9	18.9	28.5	6.3	34,137	12,636	1,782	1,839	2,538	1,909	1,619
Clay	21.1	.0084	30.6	10.8	14.4	18.2	25.4	7.2	92,046	22,818	5,584	11,940	2,079	23,791	3,589
Coahoma	31.2	.0125	29.0	10.3	13.3	16.0	26.0	10.4	164,972	39,894	10,914	19,806	7,001	27,938	8,400
Copiah	27.7	.0110	30.3	12.1	14.4	17.5	25.8	9.3	110,502	27,964	4,369	13,836	1,946	27,865	7,242
Covington	16.6	.0066	31.2	10.1	14.4	18.5	26.0	5.8	55,311	15,195	1,563	3,538	1,156	23,903	3,050
☐ De Soto	70.8	.0283	31.6	9.9	16.7	23.0	21.3	24.3	279,696	98,023	20,908	53,778	7,378	39,701	15,036
Forrest	68.3	.0272	29.1	17.2	15.8	17.4	23.3	25.1	586,539	110,109	60,967	102,304	26,019	122,118	20,430
Hattiesburg	41.9	.0167	27.4	22.5	16.3	15.0	22.6	15.9	530,685	92,906	54,586	93,413	25,057	109,666	16,593
Franklin	8.4	.0033	33.5	8.1	14.1	17.2	30.8	3.1	18,775	5,950	309	1,758	269	4,385	1,297
George	16.7	.0067	31.1	10.4	15.1	19.8	24.3	5.8	50,748	17,547	3,748	4,099	1,420	7,325	3,221
Greene	10.2	.0041	30.9	10.1	16.3	19.5	23.9	3.3	25,280	9,019	735	2,038	56	8,332	1,235
Grenada	21.6	.0086	32.5	9.6	14.7	19.3	27.1	7.7	163,999	42,493	11,381	11,989	3,028	56,540	4,882
Holmes	21.5	.0086	27.7	11.2	13.0	15.0	25.5	7.1	48,329	16,236	1,577	3,607	1,112	3,521	5,265
Humphreys	12.0	.0048	27.6	10.3	14.2	15.4	24.2	3.9	41,741	11,611	1,091	2,560	1,530	1,482	1,761
Issaquena	1.9	.0007	30.2	9.6	14.9	16.9	25.9	.6	1,068	946				49	
Itawamba	19.9	.0080	35.2	11.4	13.7	19.8	30.5	7.5	46,002	11,607	3,556	10,545	1,008	9,629	3,193
Jasper	17.1	.0068	31.8	9.6	14.1	17.9	27.6	6.0	46,324	13,975	1,655	1,723	732	10,055	3,272
Jefferson	8.6	.0034	27.9	10.1	14.4	16.2	23.6	2.8	10,606	4,838	103	1,215	46	509	788
Jefferson Davis	14.0	.0056	31.2	10.4	13.4	17.9	27.0	4.8	50,187	14,459	1,716	7,226	143	13,331	4,028
Jones	62.0	.0247	33.7	9.8	14.6	19.5	28.5	22.5	342,827	80,372	24,724	57,253	14,436	70,124	16,583
Kemper	10.4	.0042	31.9	11.0	13.2	16.8	29.1	3.6	22,769	7,249	796	396	660	1,226	293
Lafayette	31.8	.0126	26.0	27.3	15.0	16.1	20.4	11.1	156,939	33,558	16,958	17,456	5,405	18,564	6,537
Lamar	30.7	.0123	30.4	10.6	17.3	20.7	21.3	11.0	71,004	21,616	1,813	2,875	485	19,924	5,819
Lauderdale	75.4	.0300	32.2	10.5	15.6	19.1	26.5	28.2	564,593	106,536	44,600	89,091	21,648	141,325	23,926
Meridian	41.0	.0163	33.6	9.6	14.9	18.1	29.8	16.2	529,138	96,483	42,029	86,641	21,215	139,326	23,675
Lawrence	12.5	.0050	32.2	9.1	14.7	18.2	27.7	4.5	33,311	11,442	1,824	1,061	1,683	7,101	3,285
Leake	18.4	.0074	33.8	9.3	13.7	17.9	30.4	6.8	79,008	18,721	3,468	12,772	2,162	22,527	4,248
Lee	66.2	.0264	32.1	9.6	17.0	20.4	24.6	24.7	571,677	89,280	43,969	84,238	23,757	161,826	19,022
Leflore	36.9	.0147	29.3	11.6	13.9	16.6	25.5	12.6	221,394	51,038	27,985	21,317	12,948	39,970	10,140
Lincoln	30.2	.0120	33.7	9.0	14.2	19.8	28.4	11.1	178,733	33,689	10,523	31,261	5,971	47,936	9,969
Lowndes	59.1	.0236	29.8	11.9	17.2	19.3	21.7	21.3	408,529	67,656	35,264	79,490	17,381	119,703	14,209
Marion	25.4	.0102	32.1	9.2	14.4	18.2	27.6	9.1	118,296	32,490	5,420	15,327	3,954	20,619	6,862
Marshall	30.4	.0121	30.1	12.0	15.2	18.3	24.3	10.1	73,150	26,120	3,036	13,432	1,016	8,198	2,979
Monroe	36.6	.0146	32.8	9.9	14.3	19.1	27.9	13.4	148,369	39,565	8,545	23,468	8,986	33,521	10,083
Montgomery	12.3	.0049	34.0	9.5	13.0	18.2	30.6	4.5	47,189	14,824	2,170	10,353	2,497	4,768	2,636
Neshoba	24.8	.0099	32.6	9.4	13.8	18.8	27.9	8.8	130,326	39,950	6,585	20,704	4,554	29,153	4,470
Newton	20.2	.0080	33.2	11.2	13.5	18.1	29.5	7.3	81,382	18,932	3,872	7,551	2,313	24,427	1,995
Noxubee	12.5	.0050	29.0	10.0	14.9	15.5	25.5	4.1	29,100	10,441	841	2,862	1,233	5,544	1,673
Oktibbeha	38.4	.0153	24.7	28.2	14.7	15.7	18.4	12.9	171,316	34,622	16,166	21,276	11,526	29,374	4,355
Panola	30.2	.0121	30.1	10.5	14.5	17.2	25.7	10.2	144,318	43,796	6,709	9,297	6,379	30,935	8,515
Pearl River	39.0	.0155	32.6	10.0	14.3	20.4	26.2	13.9	171,501	43,554	12,435	18,896	5,177	53,076	8,378
Perry	10.9	.0044	30.5	10.1	15.1	19.0	24.2	3.8	22,116	9,914	2,302	2,559	100	1,614	1,808
Pike	36.7	.0146	32.2	9.8	13.6	18.5	27.7	13.3	234,020	48,594	17,573	27,670	6,536	61,160	13,144
Pontotoc	22.4	.0089	33.2	10.0	15.5	19.3	27.8	8.4	67,433	17,570	4,593	12,140	1,977	12,759	2,400
Prentiss	23.2	.0093	33.3	12.2	14.2	19.4	28.1	8.6	136,991	35,178	5,555	16,496	5,597	48,650	5,401
Quitman	10.3	.0041	30.0	10.2	13.1	16.0	27.4	3.5	25,919	7,314	333	2,459	240	3,372	2,363
Scott	24.2	.0097	31.6	10.0	14.6	18.0	27.0	8.5	114,534	37,491	6,791	6,080	4,264	22,001	6,807
Sharkey	7.0	.0028	26.7	10.7	12.9	16.8	22.4	2.1	16,639	6,754	581	1,842	746	691	841
Simpson	23.9	.0095	32.2	9.2	15.2	19.2	26.6	8.3	107,446	28,172	7,930	10,912	2,013	26,098	7,221
Smith	14.8	.0059	33.3	9.6	14.3	18.7	28.8	5.3	33,330	16,599	617	2,120	325	4,432	1,730
Stone	10.8	.0043	30.9	12.7	14.5	18.6	25.4	3.7	51,542	12,834	3,578	6,225	543	15,066	2,049
Sunflower	32.6	.0130	28.7	12.0	16.0	16.9	23.0	9.6	135,382	45,420	6,904	14,813	2,789	21,018	5,550

MISS. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Tallahatchie	15.2	.0061	29.6	10.3	13.6	16.4	26.3	5.0
Tate	21.6	.0086	30.7	12.1	14.6	19.2	24.5	7.1
Tippah	19.6	.0078	33.6	10.5	14.3	18.6	29.4	7.2
Tishomingo	17.7	.007	37.1	9.6	13.7	20.2	32.7	7.1
Tunica	8.1	.0032	25.6	11.1	13.6	15.6	22.2	2.5
Union	22.1	.0088	34.6	9.8	14.2	19.6	29.8	8.4
Walthall	14.4	.0057	31.4	9.3	14.0	17.2	27.7	4.9
Warren	47.5	.0190	32.3	8.9	15.1	20.5	25.4	17.3
Washington	67.6	.0269	29.0	10.1	14.6	17.5	23.6	22.5
Greenville	45.0	.0179	29.6	9.7	14.8	18.0	24.0	15.2
Wayne	19.5	.0078	30.6	9.7	15.8	18.7	24.4	6.9
Webster	10.1	.0040	35.0	9.4	13.5	18.1	31.9	3.8
Wilkinson	9.6	.0039	31.6	9.7	14.6	17.6	27.4	3.3
Winston	19.4	.0077	33.9	9.0	12.8	18.8	29.8	7.0
Yalobusha	12.0	.0048	34.9	8.7	13.3	18.2	31.7	4.6
Yazoo	25.3	.0101	31.0	9.0	14.0	16.7	27.7	8.7
TOTAL METRO COUNTIES	**780.8**	**.3112**	**31.3**	**10.8**	**17.2**	**20.5**	**23.1**	**277.1**
TOTAL STATE	**2,575.3**	**1.0268**	**31.3**	**11.1**	**15.4**	**19.0**	**25.3**	**912.2**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Tallahatchie	35,293	14,273	1,451	979	213	6,717	3,128
Tate	123,999	33,459	5,554	15,133	1,383	43,568	3,042
Tippah	93,419	24,281	4,048	12,487	6,742	22,993	4,242
Tishomingo	68,051	19,331	3,321	10,457	3,712	19,055	3,533
Tunica	27,654	7,704	1,618	1,091	827	10,672	965
Union	99,605	26,581	5,999	15,024	3,943	17,621	5,049
Walthall	52,667	11,801	1,347	7,544	1,007	13,172	2,437
Warren	333,429	75,282	24,239	63,098	9,385	74,698	11,723
Washington	416,709	88,059	26,360	64,038	14,146	103,348	15,942
Greenville	362,495	70,902	24,796	61,270	11,748	89,892	13,478
Wayne	78,747	17,635	4,270	17,313	1,891	13,077	3,228
Webster	34,205	11,669	1,746	4,774	715	6,878	1,459
Wilkinson	27,866	9,858	2,076	2,260	231	5,538	651
Winston	80,384	16,414	3,745	16,319	2,415	20,868	4,310
Yalobusha	40,515	10,799	1,472	3,746	1,287	6,257	1,689
Yazoo	88,068	16,296	3,406	13,862	2,547	21,045	7,293
TOTAL METRO COUNTIES	**4,944,170**	**909,909**	**461,236**	**809,291**	**206,179**	**1,181,043**	**192,920**
TOTAL STATE	**13,802,619**	**3,010,269**	**1,055,747**	**2,016,078**	**519,651**	**3,201,881**	**598,429**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BILOXI–GULFPORT	**2,271,117**	**22,338**	**25.0**	**26.6**	**14.4**	**14.3**	**.0681**
Hancock	352,094	20,927	25.8	26.4	12.6	13.1	.0095
Harrison	1,919,023	22,653	24.9	26.6	14.8	14.5	.0586
• Biloxi	540,811	20,877	27.7	27.0	13.1	12.2	.0181
• Gulfport	494,603	21,477	25.6	26.1	12.7	14.4	.0179
SUBURBAN TOTAL	1,235,703	23,458	23.6	26.6	15.7	15.1	.0321
JACKSON	**4,834,280**	**25,802**	**21.7**	**24.2**	**16.8**	**18.4**	**.1488**
Hinds	3,100,695	24,304	22.2	24.4	[illegible]	17.9	.0999
• Jackson	2,437,336	24,025	22.9	25.1	[illegible]	17.4	.0837
Madison	573,951	19,787	24.7	21.9	[illegible]	14.1	.0187
Rankin	1,149,704	31,228	18.4	24.6	21.2	22.8	.0302
SUBURBAN TOTAL	2,387,014	26,198	20.6	23.1	18.0	19.5	.0651
PASCAGOULA	**1,291,408**	**26,250**	**21.2**	**30.5**	**19.3**	**13.7**	**.0370**
Jackson	1,291,408	26,250	21.2	30.5	19.3	13.7	.0370
• Pascagoula	318,647	24,376	23.6	28.6	17.4	13.7	.0110
SUBURBAN TOTAL	972,761	26,795	20.4	31.1	19.9	13.8	.0260
OTHER COUNTIES							
Adams	343,751	17,579	23.4	21.9	12.9	11.0	.0119
Alcorn	330,988	19,014	25.2	25.6	12.6	9.6	.0108
Amite	129,013	18,152	24.9	21.1	13.1	11.9	.0033
Attala	152,304	15,604	27.1	22.9	10.2	6.2	.0051
Benton	76,142	20,739	24.2	27.2	14.4	10.2	.0019
Bolivar	308,414	14,645	25.0	20.2	8.5	9.3	.0106
Calhoun	120,483	15,555	29.1	23.7	10.1	4.6	.0039
Carroll	71,966	15,578	26.7	22.3	10.4	6.7	.0021
Chickasaw	147,430	17,062	27.3	27.8	10.3	5.4	.0050
Choctaw	67,641	15,161	27.9	25.6	5.8	6.2	.0020
Claiborne	79,835	14,506	20.6	19.1	9.4	11.3	.0024
Clarke	160,057	19,545	22.4	28.0	13.0	8.1	.0043
Clay	198,474	21,202	21.8	28.2	14.0	10.3	.0060
Coahoma	233,460	14,356	25.1	19.2	10.1	8.2	.0086
Copiah	226,349	16,150	27.1	22.4	10.4	8.4	.0073
Covington	142,141	16,379	27.4	21.3	11.5	8.8	.0042
☐ De Soto	831,636	30,064	18.2	25.3	22.8	16.3	.0223
Forrest	704,939	19,394	25.1	23.7	12.8	12.3	.0252
Hattiesburg	450,638	18,229	25.0	21.9	11.9	12.8	.0186

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Franklin	79,237	18,102	22.4	20.1	15.7	10.7	.0021
George	167,302	23,255	21.9	27.5	16.5	11.6	.0046
Greene	84,212	19,420	24.6	24.3	15.6	8.9	.0024
Grenada	210,690	20,469	22.3	25.6	14.1	11.3	.0075
Holmes	115,900	9,814	25.4	15.0	5.3	3.6	.0041
Humphreys	67,754	9,936	24.0	14.8	6.3	4.8	.0027
Issaquena	12,852	12,476	27.2	17.5	5.3	9.5	.0003
Itawamba	183,506	19,212	27.6	30.0	12.5	5.7	.0049
Jasper	127,808	15,802	28.9	25.6	8.1	5.5	.0041
Jefferson	59,505	13,269	25.5	17.1	11.0	7.3	.0017
Jefferson Davis	111,876	15,949	28.1	21.3	11.4	8.1	.0035
Jones	586,442	19,504	25.9	27.6	12.9	8.4	.0190
Kemper	72,919	14,340	28.3	23.3	8.2	4.9	.0023
Lafayette	334,961	19,788	22.9	23.5	13.0	13.1	.0099
Lamar	321,984	22,572	21.9	27.6	15.8	12.1	.0082
Lauderdale	840,986	20,445	24.0	24.2	13.8	12.9	.0273
Meridian	460,955	19,494	22.4	22.8	13.2	12.9	.0186
Lawrence	129,685	20,693	22.8	22.5	14.0	14.6	.0035
Leake	132,444	13,919	29.1	22.5	6.8	4.8	.0047
Lee	732,895	22,752	24.3	28.9	15.5	11.6	.0253
Leflore	295,416	14,880	26.6	19.4	10.0	8.7	.0108
Lincoln	266,609	17,726	24.3	25.3	12.7	7.3	.0091
Lowndes	616,705	20,937	25.7	26.2	14.7	11.0	.0204
Marion	245,529	18,722	27.2	22.0	13.9	11.2	.0076
Marshall	237,991	17,168	26.2	24.5	12.6	6.9	.0070
Monroe	331,868	18,928	25.0	27.7	12.0	8.2	.0101
Montgomery	89,413	14,418	26.8	23.1	7.8	4.6	.0031
Neshoba	221,230	18,127	26.8	24.6	11.7	9.3	.0073
Newton	176,851	17,238	25.0	23.8	11.5	8.3	.0055
Noxubee	76,285	12,813	28.5	19.6	6.4	4.6	.0026
Oktibbeha	368,187	17,922	25.4	20.6	11.6	13.6	.0111
Panola	226,741	15,046	26.8	22.5	9.0	6.7	.0081
Pearl River	377,709	19,300	24.8	23.3	14.5	11.1	.0113
Perry	123,707	24,167	17.6	24.9	14.1	18.3	.0030
Pike	339,122	17,683	26.5	23.0	11.6	10.4	.0117
Pontotoc	205,131	17,996	27.3	25.4	12.7	6.9	.0057
Prentiss	208,639	17,868	27.0	27.2	10.8	7.0	.0072

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Quitman	56,524	10,291	26.5	16.5	5.2	2.8	.0020
Scott	202,047	16,80[illegible]	27.4	24.2	10.1	8.0	.0066
Sharkey	44,698	12,192	29.4	16.0	7.3	6.5	.0015
Simpson	222,063	19,[illegible]	[illegible]	24.6	14.7	10.7	.0069
Smith	135,766	17,8[illegible]	[illegible]	[illegible]	12.5	9.7	.0037
Stone	106,129	22,[illegible]	[illegible]	[illegible]	14.4	12.9	.0031
Sunflower	212,480	13,[illegible]	[illegible]	[illegible]	9.0	6.8	.0080
Tallahatchie	87,257	10,692	[illegible]	[illegible]	5.9	5.2	.0030
Tate	159,859	16,317	[illegible]	27.4	9.6	4.9	.0061
Tippah	159,673	16,826	28.8	26.8	8.2	5.7	.0054
Tishomingo	146,090	16,267	29.8	27.4	8.4	3.5	.0045
Tunica	37,241	8,366	23.0	11.8	3.8	4.1	.0018
Union	197,608	17,783	26.8	27.9	11.4	5.9	.0061

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Walthall	125,582	17,155	24.5	23.8	10.3	10.1	.0039
Warren	545,920	24,502	20.0	23.6	16.8	17.4	.0175
Washington	562,998	16,776	24.7	22.6	10.8	9.7	.0203
Greenville	373,114	16,669	24.8	23.0	10.1	9.4	.0149
Wayne	199,868	20,375	23.3	22.8	13.9	14.0	.0057
Webster	82,540	16,252	26.1	27.0	9.9	4.2	.0026
Wilkinson	71,067	15,726	27.2	22.9	9.0	6.9	.0022
Winston	180,584	18,442	26.5	25.5	12.6	8.5	.0055
Yalobusha	101,223	16,398	28.0	25.5	8.7	6.7	.0030
Yazoo	207,381	15,532	26.2	20.3	10.4	8.6	.0065
TOTAL METRO COUNTIES	**9,218,511**	**24,807**	**22.2**	**25.7**	**17.1**	**16.7**	**.2762**
TOTAL STATE	**25,337,007**	**19,768**	**24.4**	**24.5**	**13.4**	**11.6**	**.7964**

Missouri

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
COLUMBIA	**113.1**	**.0451**	**[illegible]**	**[illegible]**	**18.7**	**19.0**	**17.7**	**42.2**
Boone	113.1	.0451	27.9	[illegible]	18.7	19.0	17.7	42.2
• Columbia	69.5	.0277	25.7	[illegible]	18.0	16.5	16.9	26.0
SUBURBAN TOTAL	43.6	.0174	31.0	8.7	19.7	23.1	19.1	16.2
JOPLIN	**135.6**	**.0540**	**34.4**	**9.7**	**15.2**	**20.0**	**29.0**	**53.3**
Jasper	90.9	.0362	34.2	10.0	15.6	19.7	29.0	36.3
• Joplin	41.2	.0164	34.2	11.9	16.2	18.6	30.1	17.6
Newton	44.7	.0178	34.8	9.1	14.5	20.5	29.2	17.0
SUBURBAN TOTAL	94.4	.0376	34.5	8.7	14.7	20.6	28.6	35.7
KANSAS CITY	**1,584.7**	**.6319**	**32.9**	**9.1**	**18.0**	**21.9**	**24.4**	**609.4**
Cass	65.0	.0259	32.3	8.5	16.8	21.8	23.6	23.3
Clay	155.1	.0618	32.9	9.7	18.3	22.4	23.7	59.6
Jackson	635.2	.2533	33.2	9.6	18.1	20.5	26.2	253.4
Blue Springs	40.3	.0161	30.0	[illegible]	17.4	26.5	14.7	13.6
Independence	112.6	.0449	34.5	9.2	17.4	19.9	29.2	45.4
• Kansas City	436.5	.1740	32.9	9.9	19.2	20.1	25.8	178.2
Lee's Summit	46.6	.0186	32.2	7.8	19.2	23.1	21.5	17.7
Lafayette	31.3	.0125	35.4	8.5	14.3	20.0	30.6	11.8
Platte	[illegible]	.0236	32.7	9.3	18.5	25.4	20.4	22.6
Ray	[illegible]	.0088	34.2	7.5	15.0	21.1	27.7	8.1
Johnson, Kans.	*[illegible]*	*.1461*	*32.9*	*8.2*	*18.9*	*24.6*	*21.4*	*140.8*
• Olathe	*65.4*	*.0261*	*28.6*	*9.4*	*22.1*	*23.4*	*12.5*	*22.1*
Overland Park	*115.4*	*.0460*	*33.9*	*8.2*	*18.8*	*24.7*	*23.4*	*46.4*
Leavenworth, Kans.	*65.4*	*.0261*	*32.9*	*8.1*	*19.0*	*25.5*	*20.6*	*20.1*
• Leavenworth	*39.1*	*.0156*	*32.6*	*8.4*	*20.3*	*25.9*	*19.2*	*11.7*
Miami, Kans.	*23.8*	*.0095*	*34.4*	*7.6*	*15.5*	*21.4*	*27.6*	*8.5*
Wyandotte, Kans.	*161.3*	*.0643*	*31.8*	*9.7*	*17.2*	*18.8*	*25.7*	*61.2*
• Kansas City	*149.1*	*.0594*	*31.7*	*9.8*	*17.2*	*18.6*	*25.7*	*56.9*
SUBURBAN TOTAL	894.6	.3568	33.6	8.6	17.3	23.1	24.5	340.5
ST. JOSEPH	**82.8**	**.0330**	**34.2**	**9.6**	**15.6**	**18.8**	**30.0**	**32.4**
Buchanan	82.8	.0330	34.2	9.6	15.6	18.8	30.0	32.4
• St. Joseph	71.6	.0285	34.1	9.8	15.7	18.3	30.3	28.3
SUBURBAN TOTAL	11.2	.0045	35.2	8.0	14.9	22.4	27.9	4.1

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	[illegible]	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
COLUMBIA	**890,388**	**140,678**	**79,397**	**135,662**	**37,436**	**215,262**	**13,038**
Boone	890,388	140,678	79,397	135,662	37,436	215,262	13,038
• Columbia	808,740	127,307	76,491	128,777	36,415	205,174	12,834
SUBURBAN TOTAL	81,648	13,371	2,906	6,885	1,021	12,088	204
JOPLIN	**1,024,703**	**197,262**	**87,934**	**168,179**	**28,670**	**240,978**	**17,617**
Jasper	823,772	157,765	70,694	150,763	16,977	185,947	11,512
• Joplin	631,519	97,460	62,541	127,437	18,325	155,343	9,845
Newton	200,931	39,497	17,240	17,416	11,693	55,031	6,105
SUBURBAN TOTAL	393,184	99,802	25,393	40,742	10,345	85,635	7,772
KANSAS CITY	**12,486,466**	**2,346,390**	**1,230,352**	**1,801,033**	**517,350**	**3,181,436**	**345,505**
Cass	318,889	75,128	24,328	27,164	6,720	82,567	16,081
Clay	1,381,528	233,459	117,264	236,779	61,494	348,492	36,761
Jackson	5,343,897	936,063	597,298	803,765	187,068	1,344,482	152,937
Blue Springs	328,150	72,294	25,864	43,926	8,791	92,025	7,558
Independence	931,952	153,614	86,680	167,729	40,755	255,329	31,337
• Kansas City	3,866,202	704,016	494,475	632,940	130,392	841,661	106,723
Lee's Summit	248,053	66,769	21,909	19,730	7,953	61,842	5,133
Lafayette	117,818	32,349	12,398	10,933	1,658	19,012	4,002
Platte	321,751	130,404	55,421	16,945	6,684	19,312	[illegible]
Ray	79,103	14,581	4,916	11,883	1,588	12,789	[illegible]
Johnson, Kans.	*3,618,601*	*648,262*	*291,775*	*533,816*	*217,576*	*1,011,475*	*86,966*
• Olathe	*554,345*	*120,114*	*34,078*	*52,986*	*14,928*	*233,058*	*11,119*
Overland Park	*1,627,076*	*177,981*	*143,407*	*341,903*	*102,764*	*431,496*	*41,762*
Leavenworth, Kans.	*285,822*	*60,537*	*22,469*	*46,367*	*8,822*	*77,450*	*2,890*
• Leavenworth	*231,081*	*49,433*	*19,396*	*43,070*	*6,961*	*69,268*	*1,664*
Miami, Kans.	*111,240*	*26,454*	*8,031*	*9,296*	*2,687*	*34,879*	*3,361*
Wyandotte, Kans.	*907,817*	*189,153*	*96,452*	*104,085*	*23,053*	*230,978*	*33,049*
• Kansas City	*828,016*	*173,063*	*90,200*	*97,212*	*22,457*	*202,551*	*29,964*
SUBURBAN TOTAL	7,006,822	1,299,764	592,203	974,825	342,612	1,834,898	196,035
ST. JOSEPH	**619,772**	**119,016**	**58,940**	**125,751**	**18,154**	**139,528**	**12,723**
Buchanan	619,772	119,016	58,940	125,751	18,154	139,528	12,723
• St. Joseph	592,340	113,379	57,298	125,751	17,545	131,223	12,723
SUBURBAN TOTAL	27,432	5,637	1,642		609	8,305	

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POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ST. LOUIS	**2,456.9**	**.9796**	**33.2**	**9.3**	**17.4**	**20.8**	**26.1**	**929.0**	**18,177,891**	**3,439,997**	**1,941,579**	**2,609,598**	**726,728**	**4,189,976**	**608,592**
Franklin	81.3	.0325	32.3	9.4	16.4	20.2	25.3	29.1	500,634	108,475	36,960	48,927	13,324	118,563	14,181
Jefferson	173.9	.0694	30.8	9.3	18.7	21.9	20.2	60.1	835,434	219,961	62,711	123,089	14,928	146,579	13,389
St. Charles	221.3	.0882	30.5	8.8	19.8	23.4	17.8	77.3	1,487,847	320,031	129,971	193,233	60,499	311,105	30,702
• St. Charles	56.7	.0226	31.6	11.3	20.9	20.8	22.1	22.5	652,545	79,204	72,631	46,635	27,730	226,682	21,075
St. Peters	47.6	.0190	29.2	6.9	21.8	25.4	11.9	15.8	314,286	87,480	15,788	48,393	9,403	38,974	3,736
St. Louis	999.2	.3983	34.7	8.9	16.8	22.1	27.5	382.3	9,161,986	1,537,977	901,494	1,358,796	423,036	2,462,155	319,652
Florissant	51.5	.0205	34.6	8.9	18.2	16.4	30.9	19.3	420,523	141,271	42,240	28,213	10,369	97,065	22,720
University City	40.3	.0161	34.0	10.5	17.7	21.8	26.5	16.6	142,258	45,487	18,871	13,728	9,920	2,400	13,121
St. Louis city	391.6	.1561	32.9	10.3	18.0	17.2	29.1	162.7	2,395,030	514,625	468,351	238,300	62,565	356,278	114,681
• St. Louis	391.6	.1561	32.9	10.3	18.0	17.2	29.1	162.7	2,395,030	514,625	468,351	238,300	62,565	356,278	114,681
Clinton, Ill.	*34.0*	*.0135*	*32.8*	*9.6*	*16.9*	*19.4*	*26.9*	*11.6*	*154,110*	*32,170*	*10,557*	*12,425*	*8,131*	*30,959*	*3,405*
Jersey, Ill.	*20.6*	*.0082*	*33.2*	*10.5*	*15.1*	*19.5*	*27.9*	*7.4*	*115,512*	*14,306*	*10,326*	*20,657*	*3,134*	*38,834*	*3,349*
Madison, Ill.	*249.7*	*.0996*	*34.0*	*9.5*	*16.3*	*20.3*	*28.1*	*95.0*	*1,714,078*	*393,390*	*149,487*	*221,534*	*48,645*	*384,377*	*53,498*
• Alton	*33.0*	*.0132*	*33.6*	*9.4*	*16.6*	*17.7*	*30.0*	*13.0*	*378,795*	*39,789*	*33,678*	*71,355*	*17,791*	*99,633*	*10,964*
• Granite City	*32.9*	*.0131*	*34.6*	*9.2*	*16.5*	*19.1*	*30.2*	*13.0*	*260,319*	[illegible]	*25,767*	*19,682*	*7,248*	*42,514*	*13,341*
Monroe, Ill.	*22.7*	*.0091*	*33.9*	*8.3*	*16.6*	*20.2*	*28.0*	*8.3*	*131,772*	*33,310*	*15,834*	*9,048*	*3,497*	*29,961*	*3,374*
St. Clair, Ill.	*262.6*	*.1047*	*32.0*	[illegible]	*16.7*	*19.4*	*25.6*	*95.2*	*1,681,488*	*265,752*	*155,888*	*382,589*	*88,969*	*311,165*	*52,361*
• Belle[illegible]e	*42.7*	*.0170*	*35.2*	*8.8*	*17.9*	*18.2*	*32.2*	*17.7*	*506,901*	*92,802*	*38,294*	*44,860*	*21,217*	*188,164*	*21,354*
• East St. Louis	*40.9*	*.0163*	*27.7*	*11.7*	*13.6*	*17.2*	*22.8*	*13.0*	*103,753*	*23,885*	*15,014*	*3,183*	*2,217*	*1,510*	*8,775*
SUBURBAN TOTAL	1,859.1	.7413	33.4	9.0	17.1	21.8	25.4	687.1	13,880,548	2,615,570	1,287,844	2,185,583	587,960	3,275,195	418,402
SPRINGFIELD	**243.3**	**.0970**	**32.7**	**13.7**	**16.2**	**20.6**	**25.6**	**94.5**	**2,090,582**	**333,569**	**186,967**	**372,605**	**54,467**	**517,095**	**29,566**
Christian	33.6	.0134	32.5	8.6	16.9	22.2	23.6	12.3	140,390	33,017	8,014	10,043	2,200	53,973	1,588
Greene	209.7	.0836	32.7	14.5	16.1	20.3	25.9	82.2	1,950,192	300,552	178,953	[illegible]	52,267	463,122	27,978
• Springfield	141.7	.0565	32.1	17.6	16.3	18.0	27.3	57.8	1,788,026	270,577	172,741	352,293	51,073	403,665	26,533
SUBURBAN TOTAL	101.6	.0405	33.4	8.2	16.1	24.1	23.4	36.7	302,556	62,992	14,226	20,312	3,394	113,430	3,033
OTHER COUNTIES															
Adair	24.5	.0097	27.6	25.9	13.4	16.4	23.7	9.0	186,051	40,436	18,057	28,041	5,526	[illegible]	3,371
Andrew	14.7	.0059	35.3	7.9	14.4	21.2	29.3	5.5	42,076	10,222	3,039	1,568	417	19,414	169
Atchison	7.4	[illegible]	38.0	11.1	12.2	18.9	35.1	2.9	27,219	7,011	3,308	413	167	2,659	2,671
Audrain	[illegible]	[illegible]	37.2	7.1	13.4	19.3	33.7	9.1	135,407	[illegible]	11,200	16,304	6,669	25,015	5,549
Barry	27.9	[illegible]	37.6	7.6	13.8	18.4	34.7	11.0	124,280	38,052	7,398	22,608	2,508	14,833	1,654
Barton	11.4	.0045	36.4	7.2	14.5	17.9	33.9	4.6	45,797	10,262	3,641	6,496	650	9,802	294
Bates	15.0	.0060	37.9	6.9	13.1	18.1	35.6	5.9	62,500	19,603	4,795	9,047	1,053	15,837	1,092
Benton	14.0	.0056	44.8	6.2	10.7	18.2	43.3	5.8	61,095	6,108	4,098	9,945	992	15,472	1,418
Bollinger	10.7	.0043	36.1	8.3	13.9	19.0	32.4	[illegible]	33,618	7,737	1,006	725	847	15,306	520
Butler	38.8	.0155	36.1	8.4	14.2	19.5	32.0	15.3	289,460	63,910	17,780	33,205	9,461	76,588	5,424
Caldwell	8.4	.0033	38.0	7.0	12.9	18.2	35.6	3.2	15,587	7,293	1,136	51	96	2,697	326
Callaway	33.0	.0132	32.6	11.3	16.2	20.9	25.2	11.6	159,320	41,165	12,418	11,793	3,158	27,780	1,732
Camden	28.0	.0111	41.7	6.4	12.7	19.8	39.2	11.5	255,419	51,908	24,659	37,341	11,340	45,997	1,443
Cape Girardeau	61.9	.0247	32.4	14.6	15.5	19.7	26.2	23.5	619,792	91,817	49,969	122,424	27,178	132,071	[illegible]
Carroll	10.6	.0042	38.4	6.8	12.5	18.4	35.9	4.3	37,653	10,826	2,016	2,778	937	5,981	645
Carter	5.5	.0022	35.8	8.0	13.2	19.4	31.6	2.1	14,935	6,173	600	748	137	3,189	401
Cedar	12.1	.0049	42.6	6.5	11.4	17.0	41.7	5.0	50,661	15,359	2,143	2,117	1,278	11,613	2,513
Chariton	9.1	.0036	39.0	6.5	12.7	17.7	37.2	3.6	23,930	8,190	1,389	192	654	4,173	940
Clark	7.5	.0030	36.0	8.1	13.1	20.0	31.4	2.8	30,178	6,167	823	1,020	85	4,521	277
Clinton	16.7	.0067	35.2	7.3	14.4	21.1	29.2	6.2	75,568	14,991	7,344	9,192	543	12,350	1,133
Cole	63.9	.0255	32.9	10.0	18.8	21.9	24.1	23.1	714,938	88,379	43,206	91,803	16,355	135,880	11,074
Cooper	14.8	[illegible]	34.2	13.1	13.3	18.0	30.9	5.3	70,783	17,844	6,503	8,832	1,848	17,460	2,042
Crawford	19.4	.0077	35.7	7.6	14.4	18.3	32.7	7.4	91,606	15,971	4,002	23,434	795	14,763	1,566
Dade	7.5	.0030	39.4	6.5	12.9	17.5	37.7	3.0	17,820	5,258	1,467		176	3,888	661
Dallas	12.8	.0051	36.8	7.1	13.6	18.7	33.7	5.0	49,995	12,635	2,510	7,967	2,054	13,588	994
Daviess	[illegible]	.0031	38.1	6.8	12.5	18.1	35.6	3.0	30,849	5,155	1,318	2,285	221	2,549	246
De Kalb	10.1	.0040	33.8	10.3	20.8	19.1	28.4	3.1	23,430	6,633	2,001	803	380	8,399	164
Dent	13.7	.0055	37.5	7.3	13.1	18.8	34.3	5.3	61,617	16,369	3,877	12,594	3,013	9,022	1,743
Douglas	11.9	.0047	37.3	7.0	13.2	19.1	33.8	4.6	56,122	10,560	1,800	11,438	225	18,003	599
Dunklin	32.9	.0131	36.3	8.3	13.4	19.0	32.7	13.0	177,338	41,738	11,573	25,533	4,829	50,003	7,189
Gasconade	14.1	.0056	37.8	7.1	14.4	17.6	35.9	5.6	71,193	14,733	5,470	12,605	1,353	12,708	1,973
Gentry	6.8	.0027	40.7	6.6	12.7	15.7	40.3	2.7	29,465	10,517	1,182	658	285	7,237	645
Grundy	10.4	.0041	40.1	7.0	12.7	18.6	37.8	4.3	50,844	16,307	2,937	5,601	1,324	2,389	1,334
Harrison	8.4	.0034	42.0	6.3	13.1	16.9	40.8	3.5	82,671	6,383	2,237	12,007	420	16,439	625
Henry	20.1	.0080	38.6	7.4	13.3	19.0	35.6	8.2	125,770	30,079	10,764	14,928	3,384	28,932	5,251
Hickory	7.4	.0030	50.1	5.0	9.3	16.2	50.2	3.2	15,260	2,220	3,259	320	248	1,813	608
Holt	6.0	.0023	38.8	6.9	12.6	18.3	36.5	2.4	26,788	5,258	801	612	52	7,330	83
Howard	9.6	.0039	35.1	11.3	13.6	17.4	32.7	3.6	25,637	5,216	2,899	1,655	134	3,804	1,711
Howell	31.7	.0126	36.4	8.0	13.4	19.5	32.7	12.4	196,555	60,547	10,918	24,705	5,680	35,842	5,121
Iron	10.8	.0043	37.3	7.5	12.8	18.7	34.1	4.0	42,762	14,168	1,076	1,194	575	12,558	1,447
Johnson	42.9	.0171	26.3	23.0	16.4	16.3	19.5	14.7	173,419	37,164	21,052	18,253	3,524	46,345	4,364
Knox	4.4	.0017	40.5	6.9	12.7	17.8	38.5	1.8	10,224	3,986	519	1,250	253	1,865	284
Laclede	27.4	.0109	34.4	8.7	15.2	19.6	29.4	10.5	204,993	32,152	13,559	26,036	5,011	52,624	1,672
Lawrence	30.4	.0121	35.8	8.0	14.0	18.9	32.2	11.8	126,002	34,163	10,128	10,788	1,825	23,478	1,938
Lewis	10.1	.0041	34.3	14.0	13.1	17.4	31.7	3.7	32,819	8,102	1,585	1,016	73	12,656	1,349
Lincoln	29.5	.0117	31.9	7.9	17.3	20.4	24.2	10.5	128,880	38,043	12,343	10,451	2,466	29,479	3,239
Linn	13.8	.0055	39.6	6.3	12.9	17.7	38.1	5.7	75,450	20,676	4,793	10,069	2,394	20,409	1,267

MO. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Livingston	14.6	.0059	37.2	7.6	14.1	19.4	33.5	5.6	101,552	16,514	8,114	16,864	4,256	23,488	851
McDonald	17.1	.0068	34.2	8.7	14.7	18.9	29.9	6.4	61,032	10,124	6,364	960	3,838	5,936	898
Macon	15.3	.0061	38.7	7.5	12.9	18.7	36.2	6.1	80,690	14,211	6,169	11,473	1,660	13,641	1,819
Madison	11.2	.0044	36.8	7.9	14.0	17.9	34.3	4.4	51,429	11,385	3,164	7,705	638	11,927	774
Maries	8.0	.0032	36.7	8.2	13.6	18.7	33.4	3.0	21,073	4,350	709	1,118	269	7,774	
Marion	27.6	.0110	34.9	8.1	14.7	18.9	30.9	10.7	196,900	32,921	17,510	32,983	7,735	44,237	4,868
Mercer	3.6	.0015	43.7	5.3	11.9	16.8	43.4	1.5	5,917	3,637	364		27	234	118
Miller	20.8	.0083	34.1	8.3	15.0	19.1	29.5	8.0	152,252	24,602	14,177	9,014	4,675	64,758	2,445
Mississippi	14.4	.0057	34.1	8.3	13.9	18.6	30.1	5.4	85,664	19,416	2,497	6,750	691	9,653	2,698
Moniteau	12.3	.0049	34.3	8.3	15.0	19.1	29.9	4.6	55,872	12,553	2,326	896	788	23,199	1,318
Monroe	9.1	.0036	36.2	7.0	13.8	18.4	33.2	3.5	35,061	10,362	3,875	1,525	892	4,390	839
Montgomery	11.4	.0046	37.3	7.1	13.7	18.2	34.7	4.4	78,208	13,998	2,050	1,028	271	9,103	1,197
Morgan	15.7	.0062	41.8	6.9	11.9	17.8	40.1	6.3	94,819	27,400	5,686	11,229	2,396	24,662	1,452
New Madrid	20.7	.0083	33.2	8.8	14.3	19.0	28.5	7.7	78,119	7,740	3,095	7,018	2,698	7,407	3,196
Nodaway	21.7	.0087	28.5	22.6	12.9	15.1	26.4	7.6	100,719	24,884	11,613	19,647	1,407	11,490	1,190
Oregon	9.4	.0037	40.1	7.3	11.8	19.7	37.1	3.8	49,833	10,622	3,106	8,308	741	8,194	270
Osage	12.0	.0048	32.6	10.6	15.0	18.0	28.4	4.3	57,119	6,137	1,410	412	180	25,968	615
Ozark	8.7	.0035	42.0	6.2	11.7	18.6	40.3	3.5	29,665	10,234	992	2,680	137	9,539	385
Pemiscot	21.8	.0087	32.7	8.9	13.1	17.2	29.7	8.2	87,798	21,186	9,054	9,907	1,364	20,387	3,417
Perry	16.7	.0066	34.5	8.2	14.4	18.5	30.8	6.1	100,893	9,485	8,693	38,357	948	14,939	3,326
Pettis	35.5	.0142	34.7	8.7	15.4	18.9	30.8	14.1	256,594	50,384	22,442	30,298	6,088	72,324	6,255
Phelps	35.4	.0141	32.1	15.3	14.8	18.8	27.0	13.3	254,376	43,621	21,825	37,687	7,787	72,522	4,277
Pike	15.9	.0063	36.2	7.5	13.5	19.0	32.5	6.1	67,585	12,792	4,157	8,973	861	12,034	5,391
Polk	22.1	.0088	33.5	13.8	13.4	17.5	30.5	8.1	100,331	29,215	8,744	14,826	1,457	20,492	1,426
Pulaski	41.0	.0163	26.9	16.9	20.5	17.8	15.5	12.3	157,393	24,557	11,738	11,843	4,900	64,130	1,291
Putnam	5.0	.0020	42.1	6.7	11.9	17.3	41.3	2.1	13,146	6,838	866	547	123	1,676	186
Ralls	8.5	.0034	36.6	7.1	13.7	21.9	30.6	3.2	18,914	4,451	861	809	146	9,545	
Randolph	24.3	.0097	34.5	9.5	16.1	20.0	29.2	8.9	140,428	32,500	11,333	19,134	3,720	34,902	4,070
Reynolds	6.6	.0027	37.1	7.2	13.6	19.0	33.7	2.5	15,908	5,737	897	680	82	1,078	458
Ripley	12.3	.0049	37.3	7.7	12.6	17.5	35.2	4.8	46,502	19,352	1,873	3,199	541	14,510	1,724
St. Clair	8.3	.0034	42.3	6.4	11.6	17.1	41.4	3.5	35,168	9,389	2,779	454	424	10,857	69
Ste. Genevieve	16.2	.0064	34.0	7.9	15.4	19.7	28.8	5.8	54,470	10,788	7,500	1,853	648	11,231	2,248
St. Francois	49.7	.0199	34.5	9.2	15.9	19.2	30.1	18.0	266,939	57,249	17,306	45,222	8,351	52,036	8,140
Saline	23.5	.0094	35.4	10.1	14.1	19.0	31.6	8.9	115,050	29,521	7,621	13,557	2,880	23,932	3,050
Schuyler	4.2	.0017	39.4	7.2	12.8	[illegible]	37.6	1.7	16,943	3,745	633		875	8,597	109
Scotland	4.8	.0019	39.0	6.9	12.8	17.4	37.3	1.9	20,311	5,560	1,333	2,405	77	3,494	151
Scott	39.5	.0158	33.2	9.0	15.1	20.2	27.1	14.8	292,233	85,765	21,210	22,492	7,679	55,765	4,777
Shannon	7.6	.0030	35.7	7.7	14.5	19.5	31.4	2.9	15,074	4,025	1,213	44	172	2,344	220
Shelby	6.9	.0027	39.1	5.9	13.3	17.4	37.4	2.8	28,961	8,829	1,565	786	373	7,344	885
Stoddard	28.9	.0116	36.9	8.5	13.8	19.6	32.9	11.4	172,820	43,472	9,385	14,206	2,740	61,836	3,110
Stone	19.4	.0077	43.0	6.9	11.7	18.5	41.2	8.0	71,404	17,918	4,695	2,302	1,428	16,519	1,673
Sullivan	6.3	.0025	42.3	7.6	11.6	18.4	40.5	2.6	16,776	5,909	573	250	19	2,733	292
Taney	25.9	.0103	40.7	9.9	12.4	17.9	38.9	10.5	190,163	36,246	34,735	11,476	[illegible]	29,848	2,578
Texas	21.5	.0086	36.6	7.3	13.5	19.3	32.8	8.5	104,583	23,040	6,752	10,614	1,291	31,625	1,769
Vernon	19.0	.0076	35.8	9.0	13.6	19.8	31.3	7.3	98,517	19,243	9,743	9,534	3,140	23,361	2,807
Warren	19.9	.0079	33.7	7.9	16.0	19.8	28.1	7.2	77,356	17,061	8,834	7,391	576	10,811	2,570
Washington	20.6	.0082	31.6	9.5	15.7	19.6	25.1	7.1	60,868	16,182	1,563	8,740		15,066	1,526
Wayne	11.6	.0046	40.2	7.9	12.4	17.5	38.4	4.6	41,983	13,106	3,251	4,381	997	7,491	988
Webster	24.1	.0097	32.8	9.2	15.4	20.5	26.1	8.5	98,434	[illegible]	4,247	12,343	1,242	18,529	621
Worth	2.4	.0009	42.8	6.0	11.9	15.3	42.6	1.0	9,058	3,731	312		117	584	61
Wright	16.8	.0067	35.3	7.7	13.8	17.9	32.4	6.5	75,950	31,743	1,727	8,037	1,697	16,526	858
TOTAL METRO COUNTIES	**3,409.9**	**1.3595**	**33.1**	**10.0**	**17.5**	**20.9**	**25.7**	**1,312.7**	**26,569,362**	**4,913,578**	[illegible]	**3,872,011**	**978,291**	**6,334,197**	**784,788**
TOTAL STATE	**5,145.1**	**2.0513**	**33.6**	**9.9**	**16.6**	**20.2**	**27.5**	**1,971.0**	**36,031,991**	**6,945,733**	[illegible]	**5,016,613**	**1,209,921**	**8,461,422**	**981,625**

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EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
COLUMBIA	**1,571,606**	**26,132**	**22.1**	**25.2**	**16.8**	**19.7**	**.0463**
Boone	1,571,606	26,132	22.1	25.2	16.8	19.7	.0463
• Columbia	957,190	23,187	24.3	22.6	14.1	19.3	.0327
SUBURBAN TOTAL	614,416	30,482	18.7	29.0	21.3	20.3	.0136
JOPLIN	**1,475,270**	**20,109**	**26.6**	**27.7**	**12.6**	**9.8**	**.0489**
Jasper	1,031,218	20,554	26.1	27.4	13.1	10.6	.0356
• Joplin	489,051	19,436	26.3	26.2	11.9	10.6	.0208
Newton	444,052	19,282	27.6	28.4	11.6	8.2	.0133
SUBURBAN TOTAL	986,219	20,446	26.6	28.7	13.0	9.4	.0281
KANSAS CITY	**24,362,333**	**31,212**	**17.7**	**25.2**	**19.9**	**23.9**	**.6817**
Cass	830,353	29,230	18.8	27.1	20.3	19.2	.0222
Clay	2,403,701	33,883	15.9	26.5	23.2	24.7	.0696
Jackson	9,311,960	28,393	19.7	24.9	18.3	21.4	.2725
Blue Springs	638,819	41,068	9.1	23.3	29.4	32.7	.0178
Independence	1,741,045	32,428	17.5	24.8	23.0	22.6	.0493
• Kansas City	6,312,022	26,378	20.8	25.1	16.9	19.8	.1892
Lee's Summit	732,391	34,036	18.4	21.9	20.5	28.0	.0183
Lafayette	345,328	22,733	23.8	28.7	16.2	10.7	.0094
Platte	796,895	29,826	18.5	30.0	22.8	16.4	.0215
Ray	237,678	23,401	22.9	29.1	17.7	10.3	.0064
Johnson, Kans.	*7,317,465*	*40,404*	*12.4*	*23.1*	*21.7*	*36.5*	*.1940*
• Olathe	*984,997*	*36,257*	*14.8*	*25.8*	*24.6*	*27.6*	*.0285*
Overland Park	*2,433,123*	*42,564*	*10.9*	*22.5*	*22.7*	*38.9*	*.0710*
Leavenworth, Kans.	*856,829*	*32,534*	*17.0*	*23.7*	*22.4*	*23.7*	*.0222*
• Leavenworth	*491,026*	*29,972*	*18.6*	*24.2*	*21.4*	*21.1*	*.0140*
Miami, Kans.	*281,040*	*24,694*	*23.1*	*27.4*	*18.3*	*13.5*	*.0077*
Wyandotte, Kans.	*1,981,084*	*24,919*	*21.0*	*26.5*	*18.1*	*14.7*	*.0562*
• Kansas City	*1,819,662*	*24,554*	*21.3*	*26.4*	*17.9*	*14.3*	*.0516*
SUBURBAN TOTAL	14,754,626	34,363	15.8	25.0	21.4	27.5	.3984
ST. JOSEPH	**1,038,366**	**23,788**	**24.1**	**26.0**	**17.2**	**14.2**	**.0317**
Buchanan	1,038,366	23,788	24.1	26.0	17.2	14.2	.0317
• St. Joseph	885,875	23,091	24.8	26.0	16.9	13.2	.0282
SUBURBAN TOTAL	152,491	29,115	18.8	27.1	19.1	21.1	.0035
ST. LOUIS	**36,858,818**	**31,099**	**17.5**	**25.2**	**20.0**	**23.7**	**1.0241**
Franklin	867,413	23,860	22.8	30.7	17.3	10.5	.0272
Jefferson	2,152,544	30,841	17.1	30.8	24.6	16.3	.0585
St. Charles	3,654,276	40,659	11.1	21.9	25.6	34.6	.0945
• St. Charles	979,515	35,659	16.5	23.1	21.5	29.6	.0294
St. Peters	799,338	45,410	5.3	18.6	33.2	40.2	.0204
St. Louis	17,940,584	37,192	14.4	24.2	21.3	32.1	.4881
Florissant	888,321	39,473	11.1	25.4	25.0	33.3	.0238
University City	666,872	30,148	19.1	24.6	17.0	25.8	.0151
St. Louis city	5,132,919	21,835	23.8	23.9	14.5	15.4	.1442
• St. Louis	5,132,919	21,835	23.8	23.9	14.5	15.4	.1442
Clinton, Ill.	*394,351*	*26,712*	*20.1*	*29.6*	*19.1*	*15.4*	*.0108*
Jersey, Ill.	*230,608*	*24,235*	*24.3*	*31.6*	*18.2*	*9.4*	*.0069*
Madison, Ill.	*2,991,842*	*25,462*	*20.8*	*29.0*	*19.3*	*12.4*	*.0911*
• Alton	*344,565*	*19,957*	*24.1*	*27.4*	*14.7*	*7.8*	*.0138*
• Granite City	*396,253*	*24,607*	*20.5*	*28.6*	*18.7*	*11.4*	*.0126*
Monroe, Ill.	*280,678*	*27,658*	*19.7*	*28.3*	*21.7*	*14.1*	*.0080*
St. Clair, Ill.	*3,213,603*	*25,383*	*19.5*	*24.2*	*17.0*	*17.9*	*.0948*
• Belleville	*616,243*	*26,046*	*21.8*	*25.7*	*16.6*	*18.7*	*.0206*
• East St. Louis	*287,755*	*12,254*	*21.1*	*16.8*	*9.1*	*9.5*	*.0091*
SUBURBAN TOTAL	29,101,568	33,854	15.8	25.7	21.6	26.3	.7944

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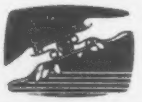
MO. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. [illegible]	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
SPRINGFIELD	**2,967,365**	**22,941**	**24.6**	**27.8**	**15.2**	**13.1**	**.0966**
Christian	349,790	21,948	25.0	30.4	14.5	9.6	.0101
Greene	2,617,575	23,108	24.5	27.4	15.3	13.7	.0865
• Springfield	1,730,994	21,185	26.4	26.8	14.0	11.7	.0657
SUBURBAN TOTAL	1,236,371	25,766	21.6	29.6	17.1	15.4	.0309
OTHER COUNTIES							
Adair	243,431	17,779	27.9	24.5	11.8	8.9	.0086
Andrew	173,510	24,488	24.5	30.6	17.1	12.5	.0042
Atchison	75,770	18,958	29.0	29.7	10.5	7.3	.0021
Audrain	242,717	21,054	25.8	31.5	13.7	7.3	.0077
Barry	266,498	17,213	29.0	25.5	10.0	7.5	.0080
Barton	102,322	16,298	33.4	25.0	9.1	4.5	.0032
Bates	155,552	18,595	25.4	24.8	11.8	10.4	.0044
Benton	107,811	12,381	31.8	19.0	5.2	3.8	.0037
Bollinger	77,955	14,477	29.6	23.1	8.5	3.4	.0025
Butler	375,842	16,500	25.9	23.3	9.7	9.0	.0133
Caldwell	73,423	16,412	26.8	24.6	10.8	5.9	.0020
Callaway	399,496	27,816	19.7	28.1	21.2	15.0	.0110
Camden	353,523	22,060	27.4	27.5	13.8	13.6	.0114
Cape Girardeau	720,026	22,251	25.2	26.8	16.0	11.8	.0256
Carroll	101,101	16,537	28.2	24.1	8.8	8.0	.0028
Carter	44,494	15,000	31.7	22.6	8.3	4	.0015
Cedar	107,067	14,547	31.4	20.8	8.2	5.4	.0034
Chariton	72,882	13,778	29.1	21.7	7.3	5.1	.0021
Clark	68,591	17,867	27.6	26.6	9.7	7.9	.0021
Clinton	166,316	20,942	24.6	29.1	14.6	8.2	.0049
Cole	928,628	31,852	18.6	24.4	21.7	23.6	.0303
Cooper	131,377	18,950	28.0	29.4	11.5	6.3	.0043
Crawford	197,688	19,167	27.3	26.4	12.9	9.0	.0058
Dade	57,806	13,700	32.6	21.3	6.5	3.7	.0017
Dallas	108,989	14,319	29.9	21.6	7.0	6.7	.0035
Daviess	72,288	16,190	30.8	24.3	8.0	7.3	.0021
De Kalb	80,863	18,641	25.9	25.3	12.0	9.9	.0024
Dent	124,746	16,914	29.3	25.3	10.0	6.6	.0039
Douglas	102,110	15,250	30.9	21.7	9.0	6.3	.0033
Dunklin	306,776	16,033	27.7	22.5	10.6	7.4	.0099
Gasconade	145,555	19,518	26.6	28.1	12.3	8.4	.0045
Gentry	61,312	15,917	29.7	24.5	8.3	6.8	.0018
Grundy	112,588	19,370	25.6	26.9	12.7	8.8	.0032
Harrison	81,979	15,760	28.2	22.0	8.9	8.1	.0033
Henry	197,756	16,344	27.0	22.7	11.8	7.3	.0065
Hickory	55,865	12,172	32.0	19.5	4.4	3.4	.0016
Holt	63,208	19,746	26.5	28.0	12.5	8.8	.0019
Howard	93,687	17,960	26.3	27.4	10.0	8.3	.0026
Howell	289,057	16,486	30.2	25.0	9.6	6.0	.0099
Iron	128,903	23,949	24.2	23.4	19.4	14.1	.0033
Johnson	444,197	20,830	27.8	27.3	13.8	10.9	.0126
Knox	33,885	13,089	30.1	20.3	5.9	4.2	.0011
Laclede	273,633	18,309	28.8	26.3	11.4	8.2	.0095
Lawrence	292,138	18,133	29.2	26.1	12.3	7.0	.0086
Lewis	112,443	24,262	21.7	30.1	15.0	13.1	.0030
Lincoln	319,339	23,856	24.0	28.7	16.5	12.5	.0090
Linn	154,225	18,526	30.3	25.0	11.6	9.9	.0046

EFFECTIVE BUYING INCOME



METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Livingston	135,756	17,049	27.6	25.2	11.1	6.5	.0049
McDonald	142,021	16,134	29.6	26.4	8.6	4.8	.0044
Macon	116,618	13,769	31.7	22.1	6.1	3.9	.0041
Madison	101,588	15,761	27.5	23.6	10.9	5.8	.0033
Maries	66,425	16,523	28.8	27.3	8.1	5.1	.0019
Marion	345,502	24,252	24.0	25.8	17.5	14.2	.0104
Mercer	34,518	15,976	27.3	24.7	9.2	6.9	.0009
Miller	227,595	21,099	27.3	27.0	14.4	11.1	.0074
Mississippi	122,191	14,901	28.6	20.8	8.5	7.4	.0043
Moniteau	102,599	16,111	32.5	24.4	10.4	4.9	.0034
Monroe	81,770	17,728	28.6	27.4	11.3	5.3	.0024
Montgomery	107,967	18,286	29.7	27.2	10.2	7.6	.0038
Morgan	143,207	15,925	31.5	23.2	9.2	6.4	.0049
New Madrid	199,230	17,107	25.8	21.5	11.1	10.8	.0057
Nodaway	239,739	21,787	25.6	25.7	14.6	13.3	.0068
Oregon	57,349	10,503	31.1	14.8	4.3	2.2	.0024
Osage	114,940	21,023	22.5	31.4	12.1	8.6	.0036
Ozark	67,190	13,279	32.0	20.7	5.1	4.7	.0021
Pemiscot	189,197	15,419	28.4	21.6	9.0	7.8	.0059
Perry	131,679	16,802	30.1	27.5	10.0	3.4	.0049
Pettis	423,021	21,459	26.1	26.2	14.6	12.3	.0132
Phelps	381,637	19,703	25.4	26.2	12.9	10.2	.0125
Pike	150,278	17,117	29.7	25.1	10.5	7.1	.0045
Polk	205,767	17,207	28.3	24.9	10.5	7.7	.0063
Pulaski	405,258	18,183	34.6	29.0	10.1	5.2	.0117
Putnam	58,039	18,635	27.6	23.7	12.4	10.5	.0015
Ralls	89,249	21,948	24.3	31.1	15.9	7.8	.0022
Randolph	229,369	18,525	26.7	26.0	12.8	8.0	.0076
Reynolds	58,088	16,982	23.3	26.2	12.6	5.4	.0017
Ripley	93,523	13,723	32.3	20.8	6.5	4.2	.0031
St. Clair	77,312	14,657	28.7	21.4	7.9	7.3	.0023
Ste. Genevieve	175,058	23,967	25.0	30.0	17.7	11.1	.0047
St. Francois	527,450	22,493	24.0	28.7	14.8	11.4	.0160
Saline	219,257	18,412	28.0	27.8	11.5	6.5	.0070
Schuyler	27,699	11,594	30.8	18.2	3.9	3.1	.0010
Scotland	37,635	12,566	30.0	18.8	6.1	6.2	.0012
Scott	411,563	20,545	24.9	26.0	14.3	10.8	.0139
Shannon	59,639	14,543	30.7	24.2	7.4	4.8	.0017
Shelby	60,119	15,250	31.3	24.2	8.6	5.0	.0019
Stoddard	[illegible]75,386	16,919	28.7	24.8	10.3	7.3	.0090
Stone	275,571	25,170	22.5	29.9	15.5	16.8	.0068
Sullivan	37,606	9,672	29.3	13.9	2.8	2.5	.0013
Taney	260,611	17,782	33.2	25.9	10.8	6.8	.0089
Texas	180,131	14,899	31.2	23.5	7.6	5.2	.0060
Vernon	190,930	18,043	28.2	26.1	11.5	8.1	.0059
Warren	233,981	24,409	24.0	26.2	16.7	15.2	.0062
Washington	155,401	16,554	27.7	28.4	8.8	4.3	.0049
Wayne	82,518	11,716	31.1	18.2	5.4	3.0	.0028
Webster	200,407	16,865	27.7	27.9	8.8	5.4	.0064
Worth	19,795	13,176	31.2	21.2	5.9	5.2	.0006
Wright	131,005	13,706	31.4	20.5	5.4	5.1	.0046
TOTAL METRO COUNTIES	**50,726,258**	**29,987**	**18.8**	**25.4**	**19.2**	**22.6**	**1.4376**
TOTAL STATE	**68,086,010**	**25,574**	**21.6**	**25.5**	**16.8**	**18.1**	**1.9812**

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Montana

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
BILLINGS	**113.0**	**.0451**	**33.4**	**8.7**	**16.6**	**22.1**	**25.3**	**44.5**	**1,071,678**	**237,429**	**113,170**	**135,662**	**51,917**	**250,977**	**18,982**
Yellowstone	113.0	.0451	33.4	8.7	16.6	22.1	25.3	44.5	1,071,678	237,429	113,170	135,662	51,917	250,977	18,982
• Billings	80.9	.0323	33.6	9.6	17.0	21.2	26.4	33.1	979,848	206,543	103,386	130,185	51,138	240,239	16,993
SUBURBAN TOTAL	32.1	.0128	32.8	6.5	15.7	24.2	22.3	11.4	91,830	30,886	9,784	5,477	779	10,738	1,989
GREAT FALLS	**77.5**	**.0309**	**32.8**	**9.0**	**16.8**	**20.4**	**25.9**	**30.1**	**614,445**	**122,691**	**66,117**	**95,888**	**33,407**	**138,283**	**16,433**
Cascade	77.5	.0309	32.8	9.0	16.8	20.4	25.9	30.1	614,445	122,691	66,117	95,888	33,407	138,283	16,433
• Great Falls	55.0	.0219	34.5	8.4	16.0	20.6	28.6	22.6	562,180	118,958	57,605	78,745	31,587	125,203	16,176
SUBURBAN TOTAL	22.5	.0090	29.3	10.4	18.7	19.8	19.5	7.5	52,265	3,733	8,512	17,143	1,820	13,080	257
OTHER COUNTIES															
Beaverhead	8.4	.0034	32.5	11.1	14.7	20.5	25.8	3.2	41,820	12,865	4,859	1,874	1,036	6,790	1,463
Big Horn	11.3	.0045	28.1	8.6	15.0	19.7	19.9	3.4	43,377	15,576	4,037	1,527	267	6,644	1,183
Blaine	6.7	.0027	31.5	7.5	14.0	19.3	25.8	2.4	25,194	7,839	1,863		313	7,277	637
Broadwater	3.3	.0013	36.7	4.9	13.7	21.2	31.3	1.3	9,277	4,019	1,398	502	253	594	599
Carbon	8.0	.0032	38.8	4.2	12.5	22.2	34.0	3.2	24,728	5,062	4,114	387	216	3,054	3,966
Carter	1.5	.0006	38.6	5.6	13.9	19.7	35.1	.6	3,178	939	246	237		117	
Chouteau	5.4	.0021	37.1	5.1	13.5	20.7	32.4	2.0	18,201	5,135	1,462	330	621	5,838	544
Custer	11.6	.0047	35.6	7.4	14.0	20.1	30.9	4.6	91,312	34,342	11,050	7,501	1,858	4,100	4,898
Daniels	2.2	.0008	41.5	4.0	10.6	20.7	39.0	.9	7,078	1,674	932	111	147	2,233	831
Dawson	9.3	.0037	35.7	7.0	14.1	21.4	29.7	3.6	49,516	12,163	4,814	5,180	2,056	7,216	3,234
Deer Lodge	10.1	.0041	38.8	8.6	12.5	20.4	25.1	4.0	46,820	15,651	5,820	914	1,373	10,091	5,139
Fallon	3.0	.0012	35.3	4.5	14.4	18.5	31.9	1.1	11,748	2,227	1,219	698	170	4,059	210
Fergus	12.0	.0047	38.2	5.7	12.9	19.6	35.0	4.6	58,069	11,414	5,031	3,844	2,351	11,794	2,469
Flathead	59.5	.0238	35.4	6.3	14.6	24.4	26.4	22.9	470,761	98,158	52,277	60,158	25,445	96,536	10,250
Gallatin	50.7	.0202	29.6	17.4	17.4	21.8	18.8	19.1	422,486	78,159	46,763	29,701	17,380	75,780	20,441
Garfield	1.6	.0006	35.6	5.2	13.6	19.5	31.3	.6	5,327	771	517	202		97	212
Glacier	12.2	.0049	27.9	8.0	15.8	18.2	20.6	3.8	57,114	15,150	6,010	2,594	1,286	10,535	1,920
Golden Valley	.9	.0003	37.5	6.4	12.3	20.3	33.2	.3	1,867	1,289	400			88	
Granite	2.5	.0010	38.5	5.3	12.7	21.9	33.3	1.0	9,142	2,511	1,157		65	1,710	147
Hill	17.6	.0071	31.4	9.0	15.8	20.2	24.1	6.4	106,009	30,406	11,269	11,567	6,459	16,986	1,863
Jefferson	8.0	.0031	35.2	5.5	14.5	27.5	22.9	2.9	17,787	7,457	3,519	173	206	1,675	65
Judith Basin	2.3	.0010	38.6	5.0	13.9	22.2	33.3	.9	3,472	627	1,055	268	181	772	
Lake	21.2	.0084	34.7	7.4	12.6	20.0	29.7	7.9	102,521	30,822	9,985	2,552	2,670	14,821	5,257
Lewis and Clark	47.7	.0190	34.1	8.0	15.6	24.2	24.4	18.7	346,798	90,536	39,036	41,270	15,378	50,327	9,953
Liberty	2.3	.0010	33.8	4.7	15.0	19.3	29.0	.8	7,953	3,388	816		36	877	1,087
Lincoln	17.4	.0069	34.8	6.2	14.1	23.2	26.5	6.6	87,090	28,451	8,661	3,383	2,311	16,233	2,933
McCone	2.2	.0009	36.1	5.7	13.5	19.8	31.9	.8	6,389	2,042	590	133	65	725	120
Madison	6.0	.0024	38.0	6.1	13.5	22.2	32.6	2.4	18,854	5,073	3,166	196	136	1,118	811
Meagher	1.8	.0007	37.6	5.3	14.0	21.0	33.0	.7	6,058	2,576	1,501			1,225	228
Mineral	3.3	.0013	35.5	5.2	14.2	22.5	28.4	1.3	16,048	5,161	2,646		110	928	686
Missoula	78.8	.0314	31.7	12.8	17.0	23.1	21.2	30.8	684,022	130,445	70,074	79,310	34,575	154,498	12,353
Missoula	43.0	.0171	31.1	16.9	17.5	21.1	22.0	17.7	574,518	105,042	63,189	70,437	29,677	128,615	12,018
Musselshell	4.0	.0016	40.0	5.8	10.9	21.9	35.9	1.6	14,869	3,643	1,798	502	519	2,672	
Park	14.5	.0058	37.2	5.4	15.0	24.6	29.6	5.6	72,664	21,931	6,651	637	1,512	12,617	2,835
Petroleum	.5	.0002	35.9	5.8	15.6	20.6	30.8	.2	835	595	43			64	
Phillips	5.1	.0020	34.0	6.3	14.8	19.3	29.2	1.9	22,719	6,646	2,375	991	422	4,370	2,332
Pondera	6.4	.0026	34.1	6.1	14.3	18.7	30.1	2.2	27,545	5,978	2,497	424	758	10,314	1,640
Powder River	2.0	.0008	36.9	6.3	13.0	21.2	31.7	.8	3,861	166	810		39	718	109
Powell	6.6	.0026	36.0	7.3	18.3	23.8	28.0	2.2	26,253	8,413	3,104	837	54	8,083	506
Prairie	1.3	.0005	43.3	4.5	9.4	21.2	41.1	.5	1,458	119	461			209	192
Ravalli	25.2	.0101	38.0	6.0	11.7	22.8	32.0	9.8	94,123	31,329	8,831	2,492	3,453	12,429	4,143
Richland	10.4	.0041	32.7	6.2	15.6	20.3	26.1	3.8	50,101	6,054	5,505	4,504	2,817	12,125	3,565
Roosevelt	11.0	.0044	29.4	7.6	16.0	18.6	22.4	3.7	55,962	17,121	3,377	847	701	7,893	1,941
Rosebud	10.5	.0042	28.9	7.2	15.7	23.0	17.4	3.5	40,271	14,298	2,602	621	657	9,420	764
Sanders	8.6	.0034	37.2	5.4	12.3	22.4	31.2	3.4	26,713	9,622	3,129	174	248	1,978	1,404
Sheridan	4.7	.0019	40.0	3.8	12.5	19.6	37.6	1.9	26,015	7,409	3,728	368	1,398	2,401	1,243
Silver Bow	33.6	.0134	36.1	8.9	14.4	20.3	31.4	13.8	242,906	48,095	29,519	16,380	15,280	48,113	15,820
Stillwater	6.6	.0026	36.7	5.5	13.7	22.6	30.2	2.5	34,877	8,151	3,322	224	225	5,175	471
Sweet Grass	3.2	.0013	39.7	4.5	11.5	21.9	35.4	1.3	16,876	2,655	2,168		514	4,635	589
Teton	6.3	.0025	36.7	5.8	12.7	19.7	32.6	2.3	18,301	4,354	1,180	129	229	7,484	1,099
Toole	5.0	.0020	35.4	5.5	14.4	20.9	29.7	1.9	19,433	6,934	3,075		382	1,679	2,050
Treasure	.9	.0004	36.6	6.6	13.0	20.6	31.6	.3	947	149	349				
Valley	8.1	.0032	37.2	5.9	13.3	20.7	32.6	3.2	42,891	11,253	4,485	2,805	1,020	7,819	2,395
Wheatland	2.2	.0009	38.4	6.3	12.0	18.6	35.0	.8	5,891	2,451	800		28	686	
Wibaux	1.2	.0004	37.7	4.9	13.7	19.4	34.3	.5	922	94	156			60	
TOTAL METRO COUNTIES	**190.5**	**.0760**	**33.2**	**8.8**	**16.7**	**21.4**	**25.5**	**74.6**	**1,686,123**	**360,120**	**179,287**	**231,550**	**85,324**	**389,260**	**35,415**
TOTAL STATE	**797.2**	**.3179**	**33.8**	**8.6**	**15.2**	**21.8**	**26.4**	**305.1**	**5,332,572**	**1,229,508**	**575,539**	**518,097**	**232,544**	**1,064,942**	**172,012**

MONT. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BILLINGS	**1,401,058**	**24,815**	**22.7**	**29.3**	**17.5**	**13.2**	**.0469**
Yellowstone	1,401,058	24,815	22.7	29.3	17.5	13.2	.0469
• Billings	1,024,280	23,467	24.2	26.9	16.8	13.1	.0374
SUBURBAN TOTAL	376,778	27,551	18.6	36.6	19.6	13.2	.0095
GREAT FALLS	**938,255**	**24,105**	**23.9**	**29.1**	**17.0**	**12.9**	**.0298**
Cascade	938,255	24,105	23.9	29.1	17.0	12.9	.0298
• Great Falls	702,363	24,419	22.8	28.1	17.6	13.5	.0238
SUBURBAN TOTAL	235,892	23,304	26.9	32.2	15.0	11.2	.0060
OTHER COUNTIES							
Beaverhead	82,794	19,152	27.5	27.9	11.2	8.8	.0026
Big Horn	92,425	21,197	27.3	28.4	13.1	11.0	.0030
Blaine	45,344	14,068	28.6	23.6	6.6	3.8	.0016
Broadwater	29,534	17,614	34.3	26.7	10.5	5.2	.0008
Carbon	70,966	17,070	30.6	28.9	7.7	5.3	.0020
Carter	10,619	13,053	29.1	22.5	5.3	3.5	.0004
Chouteau	54,538	20,157	30.4	30.1	10.8	9.5	.0014
Custer	112,013	17,839	27.4	25.6	11.3	8.0	.0041
Daniels	25,020	20,955	27.1	27.4	13.4	11.6	.0006
Dawson	106,055	24,862	22.5	32.1	18.7	10.3	.0031
Deer Lodge	109,101	22,264	22.5	33.3	15.3	6.7	.0032
Fallon	36,835	27,053	20.6	29.5	20.3	14.5	.0009
Fergus	102,772	15,883	30.5	24.8	8.8	6.2	.0035
Flathead	742,661	26,124	22.4	28.8	18.7	14.7	.0231
Gallatin	629,924	24,749	23.4	28.3	16.9	14.8	.0201
Garfield	14,623	17,100	35.0	19.5	12.3	8.5	.0004
Glacier	114,081	21,972	25.6	20.8	19.2	14.0	.0035
Golden Valley	5,858	15,583	32.3	24.3	6.7	5.7	.0002
Granite	27,372	20,947	24.7	25.5	18.2	8.1	.0007
Hill	205,926	24,594	24.5	25.1	18.7	15.0	.0061
Jefferson	74,338	20,890	28.7	34.2	10.9	7.4	.0021
Judith Basin	26,987	22,448	22.7	31.7	13.3	12.4	.0006
Lake	188,505	17,577	29.1	27.6	10.9	5.8	.0060
Lewis and Clark	577,398	24,807	23.3	29.4	18.5	12.7	.0178
Liberty	24,823	21,429	25.7	25.3	14.8	13.8	.0007
Lincoln	178,132	23,042	23.8	34.2	15.7	7.4	.0054
McCone	16,385	15,950	29.4	26.6	9.1	3.8	.0006
Madison	60,175	18,891	29.2	23.8	16.3	7.4	.0016
Meagher	14,643	15,143	30.9	25.0	7.0	5.4	.0004
Mineral	29,370	20,143	25.1	36.1	11.1	3.2	.0011
Missoula	963,169	23,912	23.8	29.1	16.1	13.3	.0313
Missoula	501,494	20,568	25.8	27.1	13.6	10.6	.0201
Musselshell	34,121	16,049	29.5	26.7	9.6	4.1	.0011
Park	159,876	22,455	26.4	28.2	16.0	10.6	.0046
Petroleum	5,169	17,444	32.0	24.0	8.5	7.0	.0002
Phillips	47,396	19,327	25.9	30.2	11.3	6.8	.0014
Pondera	64,089	22,457	22.6	29.7	15.7	10.1	.0019
Powder River	16,858	15,538	34.9	26.0	9.4	4.1	.0005
Powell	52,043	18,658	31.6	30.5	9.5	5.6	.0016
Prairie	8,619	12,667	32.2	18.0	6.6	3.2	.0003
Ravalli	232,364	18,260	29.0	27.2	12.1	6.1	.0069
Richland	139,266	29,847	15.8	28.8	19.3	21.6	.0036
Roosevelt	115,415	23,747	25.0	30.7	15.0	13.1	.0035
Rosebud	103,867	23,653	23.4	22.7	21.9	11.5	.0029
Sanders	74,401	16,564	33.0	25.9	10.0	4.0	.0023
Sheridan	62,191	24,812	21.2	29.9	15.6	15.8	.0017
Silver Bow	376,886	21,268	22.6	27.0	15.8	9.8	.0120
Stillwater	64,909	20,627	26.5	27.2	15.5	8.6	.0021
Sweet Grass	26,004	14,306	34.0	22.6	7.8	3.7	.0009
Teton	64,123	21,133	25.0	29.3	12.3	11.1	.0018
Toole	54,473	21,111	27.0	28.2	11.7	11.7	.0014
Treasure	6,630	17,143	31.9	27.4	8.3	6.7	.0001
Valley	82,264	19,848	27.6	27.3	14.7	7.6	.0027
Wheatland	20,167	19,684	30.2	31.1	10.5	7.6	.0006
Wibaux	12,177	17,400	26.0	26.0	9.8	8.4	.0002
TOTAL METRO COUNTIES	**2,339,313**	**24,509**	**23.2**	**29.2**	**17.3**	**13.1**	**.0767**
TOTAL STATE	**8,935,007**	**22,572**	**24.7**	**28.6**	**15.7**	**11.4**	**.2799**

Nebraska

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
LINCOLN	**215.4**	**.0859**	**30.8**	**15.4**	**18.0**	**20.5**	**21.9**	**83.5**
Lancaster	215.4	.0859	30.8	15.4	18.0	20.5	21.9	83.5
• Lincoln	193.6	.0772	30.4	16.2	18.6	19.8	21.6	76.0
SUBURBAN TOTAL	21.8	.0087	35.4	7.4	13.8	25.5	25.2	7.5
OMAHA	**621.3**	**.2478**	**31.6**	**10.0**	**18.2**	**21.0**	**22.8**	**233.6**
Douglas	418.2	.1668	31.9	10.3	18.3	20.8	23.6	161.8
• Omaha	337.2	.1344	32.4	11.0	18.0	19.5	25.8	134.4
Sarpy	103.8	.0414	28.7	10.2	19.8	22.8	14.7	34.4
Washington	16.7	.0067	34.9	8.6	14.0	22.1	27.7	6.1
Pottawattamie, Iowa	*82.6*	*.0329*	*33.6*	*8.8*	*16.1*	*19.9*	*27.8*	*31.3*
• Council Bluffs	*54.3*	*.0216*	*32.7*	*9.6*	*17.2*	*18.3*	*27.7*	*21.1*
SUBURBAN TOTAL	229.8	.0918	30.2	8.7	18.3	24.0	17.2	78.1
OTHER COUNTIES								
Adams	29.5	.0118	34.4	10.4	15.6	19.5	29.5	11.5
Antelope	7.9	.0031	35.6	5.1	13.4	17.5	33.3	3.0
Arthur	.5	.0002	38.7	5.0	15.0	18.8	35.4	.2
Banner	.8	.0003	36.5	5.1	12.9	22.3	29.8	.3
Blaine	.7	.0003	37.6	4.9	14.1	18.4	34.6	.3
Boone	6.6	.0026	36.5	5.2	13.8	16.9	34.9	2.5
Box Butte	13.0	.0052	32.3	5.8	16.0	21.1	24.6	4.8
Boyd	2.8	.0011	41.4	3.4	11.4	17.8	40.2	1.1
Brown	3.6	.0015	39.4	5.0	12.6	18.3	37.2	1.5
Buffalo	37.6	.0150	28.6	18.6	15.0	17.9	22.5	13.8
Burt	7.8	.0031	39.4	5.0	12.2	18.2	37.6	3.1
Butler	8.6	.0034	37.3	5.9	13.1	18.2	34.7	3.3
Cass	21.4	.0085	33.4	7.7	15.9	20.9	26.5	7.8
Cedar	10.0	.0040	34.6	6.2	13.2	16.5	32.9	3.6

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
LINCOLN	**1,529,342**	**293,266**	**159,189**	**209,254**	**49,569**	**338,409**	**45,567**
Lancaster	1,529,342	293,266	159,189	209,254	49,569	338,409	45,567
• Lincoln	1,487,455	288,068	154,500	207,425	49,275	337,608	45,335
SUBURBAN TOTAL	41,887	5,198	4,689	1,829	294	801	232
OMAHA	**4,700,401**	**924,338**	**498,540**	**641,518**	**264,812**	**1,123,408**	**147,576**
Douglas	3,567,814	733,642	392,695	480,795	249,140	782,636	105,311
• Omaha	3,404,133	710,470	370,326	480,752	241,288	729,948	104,343
Sarpy	427,985	101,632	43,699	90,700	5,066	72,399	12,742
Washington	71,588	5,968	7,822	2,712	1,061	31,222	1,766
Pottawattamie, Iowa	*633,014*	*83,096*	*54,324*	*67,311*	*9,545*	*237,151*	*27,757*
• Council Bluffs	*509,543*	*74,991*	*45,384*	*64,238*	*9,138*	*171,058*	*25,057*
SUBURBAN TOTAL	786,725	138,877	82,830	96,528	14,386	222,402	18,176
OTHER COUNTIES							
Adams	207,574	58,921	19,959	22,663	8,714	47,688	7,288
Antelope	33,292	3,823	2,190	57	393	12,049	299
Arthur	834		182				
Banner	47						
Blaine	1,363		39			202	
Boone	37,621	6,259	2,588	205	278	9,640	1,138
Box Butte	62,220	17,558	5,909	10,678	1,758	11,820	2,003
Boyd	7,944	2,344	1,198	224	196	354	
Brown	14,557	3,153	1,414	740	364	3,353	534
Buffalo	271,696	49,607	33,391	41,427	12,348	46,285	5,836
Burt	28,402	6,954	2,452	1,039	427	6,917	1,737
Butler	27,212	5,767	1,586	393	174	7,826	514
Cass	55,453	11,661	7,870	619	551	17,761	1,940
Cedar	28,899	6,613	2,545	207	223	4,660	1,008

POPULATION

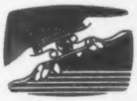
S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Chase	4.3	.0017	37.1	4.6	13.3	19.4	33.7	1.7	21,914	4,534	1,072	73	613	3,776	622
Cherry	6.2	.0025	36.3	5.7	14.3	19.5	32.2	2.4	38,014	8,971	5,215	1,665	1,517	11,202	639
Cheyenne	9.5	.0038	36.2	6.6	14.1	18.8	32.9	3.9	217,859	10,024	4,958	7,948	6,142	13,714	5,284
Clay	7.1	.0028	37.6	5.7	13.5	19.4	34.1	2.7	26,086	8,315	3,257	243	252	5,029	435
Colfax	9.0	.0036	35.5	6.8	14.8	16.4	34.2	3.5	36,869	8,806	5,222	1,720	1,374	6,379	1,672
Cuming	10.0	.0040	37.1	6.3	13.2	17.3	35.2	3.8	50,776	9,241	3,623	367	1,243	14,621	906
Custer	12.1	.0048	39.4	5.1	12.1	18.1	37.5	4.9	57,642	16,773	3,920	2,223	383	13,420	1,814
☐ Dakota	16.7	.0067	31.3	8.9	16.8	20.0	23.7	6.0	69,142	21,662	11,848	1,040	3,613	12,336	2,181
Dawes	9.0	.0036	30.6	17.6	12.1	16.6	28.0	3.3	58,237	9,569	6,152	2,652	398	17,000	1,811
Dawson	19.8	.0079	36.3	6.5	13.6	20.6	31.2	7.8	117,486	32,536	7,500	12,181	2,689	14,971	4,775
Deuel	2.2	.0008	38.9	5.3	13.8	16.6	37.9	.9	16,435	1,451	2,239	145	575	3,922	553
Dixon	6.1	.0025	37.2	6.1	12.6	18.6	34.5	2.3	14,021	5,322	1,390	62	27	2,057	266
Dodge	34.5	.0137	35.6	8.8	14.1	18.9	31.9	13.4	271,523	41,608	23,121	38,067	4,938	91,835	9,568
Dundy	2.6	.0010	39.6	5.8	12.8	18.6	37.6	1.1	6,011	3,019	718			1,384	54
Fillmore	7.1	.0028	38.8	5.4	13.0	18.4	36.6	2.8	19,799	4,968	2,935	657	1,328	4,691	880
Franklin	3.9	.0016	43.1	4.5	12.0	17.6	42.3	1.6	12,864	3,750	1,257		290	2,166	330
Frontier	3.1	.0012	37.6	5.5	12.9	20.2	33.4	1.2	6,666	1,315	792			2,721	83
Furnas	5.5	.0022	42.6	4.8	11.7	17.6	42.1	2.3	24,594	6,421	1,031	391	479	7,555	1,078
Gage	22.7	.0091	37.6	7.2	14.6	19.0	34.6	9.0	126,911	29,060	9,303	13,994	2,906	26,179	4,803
Garden	2.4	.0009	42.4	5.2	12.3	18.5	40.6	1.0	7,155	2,269	607	66		407	156
Garfield	2.1	.0009	41.6	4.8	11.1	18.3	39.9	.8	13,330	1,913	983		135	1,335	166
Gosper	1.9	.0007	41.1	4.6	12.6	19.0	39.2	.8	1,629	233	466		35	131	123
Grant	.8	.0003	35.1	4.8	16.0	19.2	30.9	.3	1,859	286	588		98		
Greeley	3.0	.0012	36.9	4.6	12.2	17.3	35.0	1.1	6,110	2,520	644		52	592	170
Hall	48.9	.0195	33.3	8.4	15.8	20.3	27.0	18.7	435,920	45,499	43,607	104,873	13,024	87,086	7,852
Hamilton	8.8	.0035	35.3	5.9	14.5	20.2	30.2	3.2	29,569	4,321	1,667	1,074	261	9,035	3,214
Harlan	3.8	.0016	41.3	4.2	12.3	18.8	40.0	1.6	13,275	2,869	1,431	256	435	2,492	294
Hayes	1.2	.0004	38.5	4.9	13.4	18.8	35.8	.5	2,452	782	73				
Hitchcock	3.7	.0015	37.9	4.6	12.5	17.3	36.5	1.4	8,693	1,821	751		40	517	54
Holt	12.5	.0050	34.4	6.0	14.5	17.7	31.5	4.7	73,918	13,657	4,723	5,326	2,013	17,551	1,519
Hooker	.8	.0003	42.7	5.3	10.3	17.5	42.3	.3	4,107	1,850	144	93		412	
Howard	6.0	.0024	37.2	6.2	12.4	18.2	34.6	2.3	18,625	4,786	1,933	43	482	1,746	1,235
Jefferson	8.7	.0035	40.2	5.9	12.5	18.1	38.8	3.6	46,861	10,231	4,588	6,716	1,635	9,023	972
Johnson	4.6	.0018	41.1	4.9	13.4	17.2	39.9	1.9	16,013	2,154	2,036	536	320	2,693	752
Kearney	6.6	.0026	35.9	6.5	15.[illegible]	20.0	31.3	2.5	21,681	5,674	2,239	524	320	3,282	201
Keith	8.5	.0034	36.8	5.6	14.1	19.2	33.1	3.4	82,082	16,403	7,409	5,249	864	19,432	877
Keya Paha	1.0	.0004	39.8	4.5	13.0	19.2	37.4	.4	2,753	279	219			41	
Kimball	4.0	.0016	38.5	4.7	14.0	19.3	35.2	1.6	23,274	5,050	2,161	2,314	186	6,328	933
Knox	9.4	.0038	40.9	4.8	11.5	17.4	39.9	3.8	34,307	7,685	3,337	448	169	8,284	1,309
Lincoln	32.3	.0128	34.7	7.3	14.1	20.5	29.1	12.6	214,585	40,868	23,750	33,616	6,788	42,592	9,847
Logan	.9	.0004	33.3	4.6	14.3	17.9	29.6	.3	1,977	230	42	139		47	
Loup	.7	.0003	39.1	3.7	13.4	21.0	34.6	.3	1,136	221	367		194		
McPherson	.5	.0002	37.0	3.6	14.6	16.6	35.8	.2	1,038	870	51				
Madison	32.7	.0130	32.2	9.2	16.8	18.7	26.6	12.3	256,470	57,797	21,851	60,125	13,440	39,286	4,508
Merrick	8.0	.0032	36.4	6.4	13.7	19.2	32.7	3.0	35,382	7,796	2,594	763	135	7,752	205
Morrill	5.4	.0021	37.7	5.2	12.9	19.3	34.4	2.1	11,844	2,207	1,185	218	108	5,539	370
Nance	4.2	.0017	36.6	5.1	13.9	16.8	35.2	1.6	8,302	2,838	1,101	124	285	720	200
Nemaha	7.9	.0032	35.2	12.0	13.0	18.3	32.0	3.0	28,816	3,031	3,818	2,891	644	9,234	587
Nuckolls	5.7	.0022	40.9	4.2	12.6	17.7	39.5	2.3	30,933	10,691	2,196	574	735	3,805	2,181
Otoe	14.2	.0057	38.4	6.1	13.2	19.2	35.3	5.6	78,488	16,839	9,508	8,032	947	15,799	3,595
Pawnee	3.3	.0013	44.2	5.3	10.3	16.9	44.3	1.4	8,507	4,483	966		154	223	386
Perkins	3.3	.0013	37.9	4.5	11.4	19.9	34.3	1.3	9,530	2,415	649	116	241	470	221
Phelps	9.7	.0039	36.2	6.5	14.4	19.4	32.2	3.8	53,529	7,351	3,279	1,725	1,395	15,516	3,440
Pierce	7.8	.0031	35.6	6.1	13.8	17.6	33.0	2.9	29,064	8,054	1,530	701	984	6,132	1,252
Platte	30.0	.0120	32.0	7.7	15.8	19.3	26.0	11.0	199,736	43,937	17,988	31,103	4,904	35,706	6,594
Polk	5.6	.0022	39.9	4.8	11.8	18.8	37.8	2.2	11,536	3,616	1,632	424	58	1,205	244
Red Willow	11.6	.0046	35.1	8.1	14.4	18.1	32.0	4.7	103,320	22,234	5,896	17,721	2,751	28,632	3,222
Richardson	9.8	.0039	40.1	6.0	12.8	17.7	38.5	4.1	48,105	8,497	3,724	5,887	1,252	13,619	1,307
Rock	2.0	.0008	37.0	5.0	13.1	20.0	32.8	.8	6,735	386	287	161		3,237	94
Saline	12.7	.0051	36.0	10.5	13.2	17.8	33.5	4.8	83,212	12,515	5,654	6,118	9,281	29,771	2,655
Saunders	18.3	.0073	35.3	6.3	14.6	19.9	30.6	6.8	72,889	10,082	4,706	2,700	1,761	27,252	1,027
Scotts Bluff	35.8	.0143	35.3	7.6	13.9	20.1	30.3	14.0	272,806	72,068	21,397	45,510	6,596	56,211	3,471
Seward	15.5	.0061	33.0	12.5	13.2	18.7	28.7	5.5	63,021	14,623	8,025	10,677	906	16,234	2,552
Sheridan	6.7	.0027	38.3	5.7	11.7	18.6	36.0	2.6	27,205	5,505	2,585	1,052	917	5,047	1,278
Sherman	3.7	.0015	38.8	6.0	10.9	17.5	37.1	1.4	8,926	1,464	1,459		391	1,254	85
Sioux	1.5	.0006	39.1	5.0	12.9	20.5	35.4	.6	2,970	146	25	137		658	
Stanton	6.3	.0025	31.5	6.4	16.2	19.1	25.1	2.2	4,674	1,520	1,269	77			124
Thayer	6.6	.0026	42.0	5.1	11.5	17.3	41.2	2.7	32,314	5,457	3,476	119	476	6,911	449
Thomas	.8	.0003	36.1	4.8	12.0	22.4	29.2	.3	2,686	1,147	141				
Thurston	6.9	.0028	29.9	8.1	13.5	16.1	27.0	2.3	13,131	4,158	997		114	4,367	758
Valley	5.1	.0020	40.1	5.5	11.8	18.1	38.6	2.1	24,714	5,842	2,291	1,797	189	2,197	1,068
Wayne	9.4	.0037	28.7	20.6	13.2	15.5	26.1	3.2	45,565	5,983	5,734	5,532	929	11,170	2,639
Webster	4.2	.0017	43.9	4.4	11.6	16.7	43.4	1.7	11,847	1,634	1,260		256	4,223	278
Wheeler	.9	.0004	33.1	4.9	15.2	16.2	30.9	.3	537		150				
York	14.4	.0057	34.9	8.1	14.3	19.1	30.8	5.5	96,692	20,636	12,803	15,102	1,405	15,341	2,143
TOTAL METRO COUNTIES	**770.8**	**.3075**	**31.2**	**11.6**	**18.4**	**21.0**	**22.0**	**291.8**	**5,665,871**	**1,156,170**	**615,253**	**784,501**	**308,449**	**1,237,002**	**167,567**
TOTAL STATE	**1,579.4**	**.6297**	**33.0**	**9.7**	**16.1**	**19.9**	**26.9**	**602.6**	**10,312,527**	**2,071,936**	**1,034,273**	**1,325,800**	**437,334**	**2,228,716**	**302,044**

NEB. (cont.)

EFFECTIVE BUYING INCOME



S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
LINCOLN	**3,324,037**	**29,819**	**19.2**	**26.5**	**19.7**	**21.7**	**.0900**
Lancaster	3,324.037	29,819	19.2	26.5	19.7	21.7	.0900
• Lincoln	2,985,204	29,268	19.7	26.5	19.3	21.2	.0828
SUBURBAN TOTAL	338.833	34,767	13.6	28.6	23.2	26.3	.0072
OMAHA	**9,527,248**	**31,166**	**18.0**	**25.7**	**20.0**	**23.7**	**.2635**
Douglas	6,632,083	30,769	18.3	24.7	19.2	24.1	.1873
• Omaha	5,399,520	29,341	19.3	24.6	18.0	23.3	.1606
Sarpy	1,539,601	35,662	14.5	28.	23.7	27.7	.0374
Washington	239,669	30,800	18.2	26.1	22.2	20.0	.0059
Pottawattamie, Iowa	*1,115,895*	*27,800*	*20.2*	*27.5*	*19.5*	*17.7*	*.0329*
• *Council Bluffs*	*719,700*	*26,219*	*21.9*	*27.1*	*18.8*	*16.0*	*.0231*
SUBURBAN TOTAL	3,408,028	35,096	14.7	27.1	23.7	26.5	.0798
OTHER COUNTIES							
Adams	359,445	23,353	22.9	29.5	16.2	11.3	.0108
Antelope	62,120	14,490	28.6	21.5	8.3	5.0	.0021
Arthur	5,282	17,333	30.0	27.5	7.0	9.5	.0002
Banner	7,284	15,600	39.0	22.4	9.3	5.3	.0001
Blaine	4,826	11,333	36.0	13.7	3.0	4.0	.0002
Boone	54,265	13,500	28.8	20.3	7.3	5.8	.0018
Box Butte	148,197	24,324	23.2	31.3	17.0	10.9	.0044
Boyd	16,195	10,293	33.4	12.9	2.9	2.3	.0005
Brown	30,222	13,862	32.9	18.9	6.9	4.5	.0009
Buffalo	427,594	22,479	25.1	29.1	15.1	11.3	.0136
Burt	73,897	16,918	30.8	26.1	8.6	6.3	.0022
Butler	75,258	16,593	29.3	26.5	8.4	5.9	.0023
Cass	260,237	26,428	22.2	30.2	18.7	14.7	.0063
Cedar	83,065	15,100	31.2	21.9	8.0	6.7	.0025
Chase	40,250	17,302	27.7	27.6	8.8	6.8	.0011
Cherry	55,181	15,606	36.9	21.5	7.3	6.5	.0020
Cheyenne	119,719	23,372	22.1	27.8	15.9	12.2	.0061
Clay	74,910	20,806	25.4	28.9	13.9	9.3	.0020
Colfax	100,190	20,483	25.4	26.7	13.3	11.2	.0028
Cuming	87,516	16,518	31.6	26.8	8.3	6.1	.0030
Custer	115,403	16,616	30.7	25.2	8.1	7.0	.0034
☐ Dakota	177,489	23,839	22.2	35.2	15.4	9.4	.0052
Dawes	94,187	18,757	26.8	24.0	11.7	11.5	.0029
Dawson	242,546	24,584	22.7	32.9	17.5	10.4	.0071
Deuel	27,561	22,458	26.1	32.5	12.0	12.1	.0008
Dixon	54,048	16,219	29.8	23.6	9.7	7.2	.0014
Dodge	390,919	21,777	25.6	29.2	14.8	9.4	.0129
Dundy	28,970	18,320	25.7	27.3	8.8	10.0	.0007
Fillmore	69,148	18,200	30.9	28.4	9.8	6.4	.0019
Franklin	38,555	16,841	29.2	26.2	8.1	6.8	.0011
Frontier	35,290	20,742	26.3	28.1	11.8	12.0	.0009
Furnas	50,543	15,533	31.2	24.1	8.9	4.3	.0016
Gage	275,516	22,266	25.1	28.5	14.8	12.0	.0078
Garden	26,985	18,828	31.1	27.7	11.5	7.6	.0007
Garfield	12,279	10,923	32.6	16.1	4.1	1.8	.0006
Gosper	24,103	22,167	22.6	28.0	15.5	12.0	.0005
Grant	6,644	16,700	33.3	23.3	12.7	4.0	.0002
Greeley	22,590	13,147	27.9	21.5	6.7	5.3	.0006
Hall	603,486	24,434	23.1	30.4	16.7	12.3	.0198

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Hamilton	91,381	21,380	28.3	31.7	13.2	9.0	.0025
Harlan	39,631	17,707	25.6	25.1	11.3	7.6	.0010
Hayes	16,292	21,000	30.6	23.2	13.8	15.4	.0005
Hitchcock	36,865	19,571	28.3	29.0	11.4	8.3	.0009
Holt	97,627	14,818	32.6	23.5	7.3	4.5	.0036
Hooker	5,200	12,583	36.7	21.0	4.0	1.3	.0003
Howard	44,797	14,242	36.2	22.5	6.7	2.9	.0013
Jefferson	97,723	19,525	26.7	28.5	12.9	7.3	.0029
Johnson	48,374	17,957	28.6	26.6	10.4	8.3	.0014
Kearney	81,400	23,683	23.2	30.3	15.6	13.1	.0019
Keith	107,849	24,551	23.4	31.3	16.0	13.0	.0037
Keya Paha	9,076	14,133	34.8	18.2	6.5	7.8	.0002
Kimball	48,722	22,375	26.1	29.2	13.2	12.1	.0014
Knox	91,818	16,514	29.2	23.5	10.1	7.4	.0027
Lincoln	418,691	23,966	21.1	32.0	18.6	12.5	.0121
Logan	5,208	12,583	35.6	14.4	8.3	2.3	.0003
Loup	7,428	17,500	31.7	26.0	11.3	5.7	.0001
McPherson	4,043	13,778	29.5	27.0	1.0	6.0	.0001
Madison	373,661	22,718	24.0	29.4	15.4	11.2	.0123
Merrick	74,034	19,225	27.9	32.4	10.7	4.8	.0022
Morrill	34,346	11,537	32.0	18.3	4.4	2.2	.0011
Nance	37,033	16,532	29.7	25.6	9.7	5.3	.0011
Nemaha	109,747	25,870	18.5	27.6	15.8	19.5	.0026
Nuckolls	48,858	16,042	33.6	25.2	8.0	3.7	.0017
Otoe	154,233	20,158	25.8	29.1	12.7	8.5	.0046
Pawnee	31,973	16,051	29.9	23.9	8.5	6.7	.0009
Perkins	40,341	25,080	22.4	26.4	15.3	14.4	.0010
Phelps	122,480	23,354	23.3	27.5	17.1	12.5	.0034
Pierce	61,091	15,352	34.6	25.7	5.8	4.3	.0020
Platte	336,511	24,283	22.3	31.9	16.8	10.7	.0105
Polk	49,053	14,433	31.9	25.6	9.4	4.8	.0014
Red Willow	134,265	20,686	27.0	27.6	14.0	9.9	.0045
Richardson	81,131	13,796	33.1	20.5	7.4	3.8	.0028
Rock	19,874	17,609	33.8	25.1	9.3	7.4	.0005
Saline	140,922	21,670	23.4	30.0	14.4	8.8	.0044
Saunders	200,470	22,145	25.6	30.1	14.8	10.2	.0055
Scotts Bluff	408,136	21,256	26.8	29.4	13.3	10.4	.0132
Seward	208,423	27,738	18.7	29.9	19.5	17.3	.0053
Sheridan	59,993	15,387	27.1	23.6	8.5	7.7	.0018
Sherman	23,799	12,887	35.4	20.4	4.5	1.6	.0008
Sioux	15,431	17,850	31.5	26.5	9.0	8.5	.0004
Stanton	55,625	19,696	26.7	31.1	12.4	5.7	.0014
Thayer	69,408	18,886	27.7	29.8	9.9	7.4	.0019
Thomas	7,163	16,917	36.3	26.6	6.7	5.7	.0003
Thurston	60,893	18,567	28.4	26.6	10.5	9.1	.0017
Valley	54,652	18,000	28.8	26.0	10.0	8.8	.0016
Wayne	103,994	22,635	25.2	26.8	14.0	14.4	.0029
Webster	36,497	14,833	28.4	23.7	8.7	4.3	.0011
Wheeler	11,013	26,714	21.4	33.2	17.3	15.7	.0003
York	170,535	22,759	25.0	29.3	15.9	11.1	.0052
TOTAL METRO COUNTIES	**11,912,879**	**30,931**	**18.2**	**25.8**	**19.9**	**23.5**	**.3258**
TOTAL STATE	**30,705,015**	**24,959**	**22.3**	**27.0**	**16.5**	**16.4**	**.5929**

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Nevada

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
LAS VEGAS	**773.4**	**.3084**	**33.2**	**10.1**	**18.5**	**22.1**	**24.6**	**299.6**
Clark	773.4	.3084	33.2	10.1	18.5	22.1	24.6	299.6
Henderson	67.7	.0270	31.8	8.8	18.9	23.5	20.4	24.2
• Las Vegas	269.4	.1074	32.6	10.0	19.4	21.6	23.9	104.0
North Las Vegas	49.8	.0199	27.1	11.9	17.7	17.9	18.1	15.2
SUBURBAN TOTAL	504.0	.2010	33.5	10.1	18.2	22.3	25.0	195.6
RENO	**260.0**	**.1036**	**33.7**	**10.4**	**18.8**	**23.8**	**23.7**	**104.5**
Washoe	260.0	.1036	33.7	10.4	18.8	23.8	23.7	104.5
• Reno	136.7	.0545	33.5	12.1	20.0	22.1	24.9	58.5
Sparks	54.5	.0217	32.6	10.2	18.8	23.6	21.9	21.0
SUBURBAN TOTAL	123.3	.0491	33.9	8.5	17.6	25.8	22.3	46.0
OTHER COUNTIES								
Carson City	41.0	.0163	36.7	8.4	16.3	23.3	29.6	16.1
Carson City	41.0	.0163	36.7	8.4	16.3	23.3	29.6	16.1
Churchill	18.3	.0073	33.1	8.8	15.8	20.9	26.1	6.8
Douglas	28.3	.0112	36.3	6.1	15.8	25.9	26.5	10.8
Elko	34.9	.0140	29.3	9.4	19.2	22.5	16.5	12.3
Esmeralda	1.3	.0005	35.8	7.8	16.7	24.1	27.3	.6
Eureka	1.6	.0006	33.4	7.6	17.6	22.9	24.3	.6
Humboldt	13.3	.0053	30.4	9.3	18.8	22.2	19.1	4.7
Lander	6.4	.0026	28.5	9.3	18.0	22.3	16.0	2.3
Lincoln	3.8	.0015	33.4	5.4	12.4	17.2	30.8	1.3
Lyon	20.5	.0082	36.6	6.1	14.2	20.9	31.4	7.9
Mineral	6.5	.0026	33.9	7.6	14.9	19.2	29.2	2.5
Nye	18.3	.0072	36.7	6.6	16.0	21.9	30.6	6.9
Pershing	4.5	.0018	31.5	8.5	16.6	19.0	25.1	1.7
Storey	2.6	.0011	37.8	5.9	15.5	28.5	26.9	1.0
White Pine	9.4	.0038	33.8	7.7	16.5	21.7	26.3	3.4
TOTAL METRO COUNTIES	**1,033.4**	**.4120**	**33.3**	**10.2**	**18.6**	**22.5**	**24.4**	**404.1**
TOTAL STATE	**1,244.1**	**.4960**	**33.4**	**9.8**	**18.1**	**22.5**	**24.6**	**483.0**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
LAS VEGAS	**5,806,823**	**1,253,589**	**665,294**	**643,750**	**281,602**	**1,148,885**	**185,522**
Clark	5,806,823	1,253,589	665,294	643,750	281,602	1,148,885	185,522
Henderson	191,539	83,997	17,558	16,224	3,228	31,722	9,112
• Las Vegas	2,500,988	492,197	266,658	265,790	134,966	492,144	93,202
North Las Vegas	186,843	49,765	23,906	13,066	3,937	45,132	10,890
SUBURBAN TOTAL	3,305,835	761,392	398,636	377,960	146,636	656,741	92,320
RENO	**2,548,478**	**452,327**	**195,172**	**384,341**	**118,224**	**562,079**	**119,111**
Washoe	2,548,478	452,327	195,172	384,341	118,224	562,079	119,111
• Reno	1,882,030	314,619	135,035	259,005	95,318	490,366	75,150
Sparks	470,379	100,539	35,870	121,107	15,986	23,391	41,276
SUBURBAN TOTAL	666,448	137,758	60,137	125,336	22,906	71,713	43,961
OTHER COUNTIES							
Carson City	464,678	100,818	35,554	56,783	26,408	125,401	15,394
Carson City	464,678	100,818	35,554	56,783	26,408	125,401	15,394
Churchill	111,475	25,840	15,252	1,955	606	24,597	9,407
Douglas	144,570	35,756	26,718	331	4,305	7,044	9,584
Elko	168,924	39,334	15,760	6,504	5,047	33,051	16,714
Esmeralda	3,781	324	663	135		54	
Eureka	4,001	1,476	1,191		143	74	
Humboldt	89,072	16,354	6,877	1,960	1,250	18,656	3,465
Lander	17,183	7,013	1,769		148	1,864	1,142
Lincoln	7,961	2,796	439	1,800	46	292	273
Lyon	75,783	25,912	6,688	944	1,389	5,934	1,143
Mineral	34,146	12,394	2,344	793	108	7,036	1,135
Nye	63,305	22,648	6,611	882	705	8,537	1,480
Pershing	23,932	5,561	2,305	1,562		995	357
Storey	8,270	287	3,967		47	203	
White Pine	57,662	4,131	5,141	981	2,057	10,726	1,887
TOTAL METRO COUNTIES	**8,355,301**	**1,705,916**	**860,466**	**1,028,091**	**399,826**	**1,710,964**	**304,633**
TOTAL STATE	**9,630,044**	**2,006,560**	**991,745**	**1,102,721**	**442,085**	**1,955,420**	**366,614**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
LAS VEGAS	**10,408,999**	**28,175**	**21.2**	**27.0**	**18.5**	**20.0**	**.3068**
Clark	10,408,999	28,175	21.2	27.0	18.5	20.0	.3068
Henderson	848,258	32,288	15.4	25.9	23.3	21.7	.0207
• Las Vegas	3,518,216	27,087	21.0	26.1	18.0	19.1	.1133
North Las Vegas	446,333	24,748	24.0	29.1	18.7	13.0	.0135
SUBURBAN TOTAL	6,890,783	28,748	21.3	27.5	18.7	20.5	.1935
RENO	**3,941,398**	**30,460**	**19.6**	**26.6**	**18.6**	**24.1**	**.1193**
Washoe	3,941,398	30,460	19.6	26.6	18.6	24.1	.1193
• Reno	2,060,195	27,309	22.0	27.0	16.9	20.9	.0716
Sparks	785,946	33,102	18.5	26.0	21.5	25.5	.0234
SUBURBAN TOTAL	1,881,203	34,423	16.6	25.9	20.9	28.2	.0477
OTHER COUNTIES							
Carson City	547,581	28,704	20.6	27.4	18.8	20.0	.0189
Carson City	547,581	28,704	20.6	27.4	18.8	20.0	.0189
Churchill	196,097	22,253	26.2	28.2	13.3	13.6	.0061
Douglas	462,540	33,384	16.3	28.4	21.6	25.1	.0113
Elko	421,170	27,388	19.4	28.0	17.9	19.1	.0116
Esmeralda	27,098	39,800	14.0	15.0	25.6	33.7	.0006
Eureka	19,953	26,000	21.0	24.3	13.2	21.2	.0004
Humboldt	143,743	21,759	29.6	25.1	14.7	14.3	.0046
Lander	87,258	33,156	15.1	25.8	22.1	24.0	.0021
Lincoln	35,394	22,667	24.9	30.6	13.3	12.2	.0009
Lyon	225,105	23,230	24.4	27.8	16.1	12.9	.0061
Mineral	82,488	27,437	19.6	28.8	18.2	17.2	.0023
Nye	199,662	24,820	21.9	27.5	18.6	13.2	.0053
Pershing	60,442	27,094	17.5	27.2	15.5	22.1	.0016
Storey	36,680	30,706	19.7	25.5	23.5	20.0	.0009
White Pine	128,393	30,897	15.8	25.9	18.3	25.4	.0035
TOTAL METRO COUNTIES	**14,350,397**	**28,783**	**20.8**	**26.8**	**18.5**	**21.1**	**.4261**
TOTAL STATE	**17,024,001**	**28,520**	**20.8**	**27.0**	**18.4**	**20.7**	**.5023**

New Hampshire

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
MANCHESTER–NASHUA	**341.3**	**.1361**	**32.2**	**10.1**	**19.5**	**22.6**	**22.0**	**126.6**
Hillsborough	341.3	.1361	32.2	10.1	19.5	22.6	22.0	126.6
• Manchester	101.1	.0403	32.3	11.8	20.5	18.8	25.6	41.0
• Nashua	80.9	.0323	32.2	10.2	21.5	21.7	22.3	31.5
SUBURBAN TOTAL	159.3	.0635	32.2	8.9	17.7	25.5	19.6	54.1
PORTSMOUTH–DOVER–ROCHESTER	**356.6**	**.1422**	**32.0**	**11.8**	**19.4**	**23.0**	**21.2**	**129.3**
Rockingham	250.8	.1000	32.5	8.9	19.8	24.3	20.8	90.9
• Portsmouth	26.4	.0105	31.6	11.8	23.6	19.2	22.3	10.5
Strafford	105.8	.0422	30.6	15.9	18.4	19.8	22.2	38.4
• Dover	25.4	.0101	32.1	14.8	20.5	18.7	25.5	10.5
• Rochester	27.0	.0108	32.6	9.2	19.1	19.9	25.4	10.4
SUBURBAN TOTAL	277.8	.1108	32.0	10.7	19.0	24.0	20.3	97.9
OTHER COUNTIES								
Belknap	49.9	.0199	35.1	7.8	16.4	22.8	27.3	19.1
Carroll	36.3	.0145	37.1	6.6	15.9	22.7	30.7	14.6
Cheshire	71.1	.0284	33.4	12.4	15.5	21.5	26.0	26.2
Coos	34.9	.0139	36.5	8.0	15.0	20.4	31.8	13.8
Grafton	75.9	.0302	32.3	15.4	15.7	21.1	24.6	27.9
Merrimack	122.2	.0487	33.5	9.1	18.3	22.9	24.2	45.5
Sullivan	39.0	.0156	35.4	8.1	15.4	22.3	28.4	15.0
TOTAL METRO COUNTIES	**697.9**	**.2783**	**32.1**	**10.5**	**19.5**	**22.8**	**21.6**	**255.9**
TOTAL STATE	**1,127.2**	**.4495**	**32.8**	**10.4**	**18.3**	**22.5**	**23.5**	**418.0**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
MANCHESTER–NASHUA	**3,608,388**	**729,652**	**308,376**	**528,340**	**224,976**	**788,877**	**95,731**
Hillsborough	3,608,388	729,652	308,376	528,340	224,976	788,877	95,731
• Manchester	1,250,978	198,215	126,817	197,219	72,152	319,873	32,096
• Nashua	1,321,775	226,685	88,137	239,112	104,744	349,063	27,663
SUBURBAN TOTAL	1,035,635	304,752	93,422	92,009	48,080	119,941	35,972
PORTSMOUTH–DOVER–ROCHESTER	**3,753,796**	**787,911**	**351,326**	**455,461**	**257,136**	**764,001**	**87,984**
Rockingham	2,961,841	571,641	273,313	382,288	234,243	572,921	65,776
• Portsmouth	659,555	68,814	70,245	82,315	53,088	180,333	8,266
Strafford	791,955	216,270	78,013	73,173	22,893	191,080	22,208
• Dover	305,845	98,938	38,848	24,263	9,562	71,895	8,131
• Rochester	272,156	69,901	19,985	35,742	6,135	56,694	8,846
SUBURBAN TOTAL	2,516,240	550,258	222,248	313,141	188,351	455,079	62,741
OTHER COUNTIES							
Belknap	632,502	144,429	47,775	32,484	40,135	188,540	13,927
Carroll	495,753	100,890	62,662	25,605	30,228	69,360	9,401
Cheshire	745,510	176,013	44,022	39,900	23,532	143,993	15,553
Coos	309,147	75,174	26,126	21,237	11,016	93,908	10,456
Grafton	816,188	163,141	89,372	53,830	48,095	141,282	17,533
Merrimack	1,201,778	286,283	90,556	65,036	38,659	410,097	32,299
Sullivan	296,786	68,316	17,710	27,786	12,498	58,400	5,697
TOTAL METRO COUNTIES	**7,362,184**	**1,517,563**	**659,702**	**983,801**	**482,112**	**1,552,878**	**183,715**
TOTAL STATE	**11,859,848**	**2,531,809**	**1,037,925**	**1,249,679**	**686,275**	**2,658,458**	**288,581**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
MANCHESTER–NASHUA	**6,164,749**	**39,598**	**13.8**	**21.4**	**19.8**	**36.4**	**.1752**
Hillsborough	6,164,749	39,598	13.8	21.4	19.8	36.4	.1752
• Manchester	1,703,386	32,824	17.6	23.3	19.6	27.2	.0532
• Nashua	1,564,259	40,862	13.1	21.1	19.5	38.5	.0507
SUBURBAN TOTAL	2,897,104	44,191	11.3	20.2	20.3	42.2	.0713
PORTSMOUTH–DOVER–ROCHESTER	**5,776,136**	**36,373**	**14.5**	**23.8**	**21.0**	**31.0**	**.1736**
Rockingham	4,175,519	37,641	13.9	23.4	21.3	32.8	.1288
• Portsmouth	411,821	29,005	20.1	29.2	18.7	21.1	.0189
Strafford	1,600,617	33,176	15.9	25.0	20.3	26.8	.0446
• Dover	422,909	32,343	16.3	25.3	19.4	26.4	.0132
• Rochester	407,472	32,805	15.9	26.2	21.3	25.0	.0125
SUBURBAN TOTAL	4,533,934	37,997	13.6	22.9	21.4	33.2	.1288

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
OTHER COUNTIES							
Belknap	639,829	25,877	21.7	29.4	17.7	16.1	.0236
Carroll	496,852	25,444	23.1	29.8	16.6	15.9	.0182
Cheshire	1,004,511	30,118	18.7	27.7	20.7	20.9	.0325
Coos	423,762	24,836	22.1	28.9	18.2	12.9	.0139
Grafton	1,033,945	27,164	21.4	28.7	17.8	18.5	.0344
Merrimack	1,901,073	32,713	17.0	26.8	20.8	25.4	.0568
Sullivan	496,131	26,433	22.4	29.2	18.6	15.3	.0151
TOTAL METRO COUNTIES	**11,940,885**	**37,856**	**14.1**	**22.7**	**20.4**	**33.7**	**.3486**
TOTAL STATE	**17,936,988**	**33,753**	**16.4**	**24.9**	**19.9**	**28.2**	**.5431**

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New Jersey

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ATLANTIC CITY	**323.0**	**.1287**	**35.0**	**9.7**	**17.4**	**19.9**	**30.2**	**124.5**	**3,110,249**	**620,032**	**446,852**	**251,403**	**155,139**	**617,956**	**92,807**
Atlantic	226.7	.0903	34.1	10.3	18.3	20.2	28.1	86.1	2,135,828	407,907	268,384	189,313	118,579	406,160	64,443
• Atlantic City	38.4	.0153	34.9	10.4	17.2	16.9	32.9	15.9	476,991	41,271	74,985	5,332	6,569	87,821	10,979
Cape May	96.3	.0384	37.9	8.4	15.3	18.8	35.1	38.4	974,421	212,125	178,468	62,090	36,560	211,796	28,364
SUBURBAN TOTAL	284.6	.1134	35.0	9.6	17.4	20.2	29.9	108.6	2,633,258	578,761	371,867	246,071	148,570	530,135	81,828
BERGEN–PASSAIC	**1,276.9**	**.5092**	**36.2**	**9.6**	**16.7**	**22.0**	**29.9**	**463.5**	**12,423,615**	**2,273,665**	**1,035,479**	**1,269,758**	**902,067**	**2,678,035**	**356,119**
Bergen	823.7	.3285	37.8	8.8	16.3	22.6	31.8	308.2	8,667,679	1,615,508	735,660	833,848	550,527	1,956,122	263,385
Passaic	453.2	.1807	33.5	11.0	17.5	20.8	26.6	155.3	3,755,936	658,157	299,619	435,910	351,540	721,913	92,734
Clifton	71.8	.0286	39.3	9.0	16.9	19.8	36.3	29.1	661,595	134,404	65,611	11,288	18,603	189,950	16,907
Passaic	58.1	.0232	30.5	12.4	18.4	20.0	21.7	18.8	203,090	63,238	10,539	4,314	8,581	14,534	9,488
• Paterson	140.9	.0562	29.7	12.3	18.3	19.3	21.0	43.9	418,615	113,157	31,706	8,297	64,297	40,980	19,900
Wayne Township	47.0	.0187	37.8	10.9	13.9	23.0	31.3	15.7	1,248,498	104,997	95,922	341,310	189,006	163,674	16,773
SUBURBAN TOTAL	1,136.0	.4530	37.1	9.3	16.5	22.3	31.0	419.6	12,005,000	2,160,508	1,003,773	1,261,461	837,770	2,637,055	336,219
JERSEY CITY	**550.9**	**.2196**	**33.3**	**11.0**	**20.1**	**20.1**	**26.5**	**207.9**	**3,221,623**	**729,565**	**278,088**	**186,835**	**261,679**	**474,883**	**131,980**
Hudson	550.9	.2196	33.3	11.0	20.1	20.1	26.5	207.9	3,221,623	729,565	278,088	186,835	261,679	474,883	131,980
Bayonne	61.2	.0244	37.7	9.2	17.1	20.2	33.7	25.2	263,655	78,033	30,359	4,929	15,444	7,017	19,210
• Hoboken	33.3	.0133	31.7	13.7	29.5	18.5	21.7	15.0	154,247	64,515	25,411	2,059	3,724	1,861	8,763
• Jersey City	227.6	.0907	31.7	11.6	20.3	20.1	23.2	82.0	1,231,898	253,741	87,956	97,201	53,642	310,862	55,154
North Bergen Township	48.2	.0192	35.9	9.3	18.9	20.1	31.3	18.9	244,288	81,496	25,731	10,453	7,349	26,051	7,093
Union City	57.8	.0230	32.4	11.4	19.4	20.0	24.9	20.5	257,213	46,872	21,289	5,288	12,256	43,969	12,262
SUBURBAN TOTAL	290.0	.1156	35.0	10.2	18.7	20.2	29.8	110.9	1,835,478	411,309	164,721	87,575	204,313	162,160	68,063
MIDDLESEX–SOMERSET–HUNTERDON	**1,031.4**	**.4112**	**34.0**	**10.7**	**19.2**	**22.8**	**25.2**	**369.4**	**8,568,355**	**1,797,432**	**754,754**	**978,976**	**659,745**	**1,785,263**	**207,479**
Hunterdon	109.3	.0436	35.3	8.4	16.9	27.5	23.1	38.5	948,536	202,354	70,147	25,365	60,461	205,028	18,102
Middlesex	677.4	.2701	33.5	11.8	19.4	21.6	25.5	240.9	5,331,836	1,080,865	469,532	788,029	435,542	935,422	143,384
East Brunswick Township	43.9	.0175	35.1	9.3	16.4	25.7	24.4	15.0	800,428	138,676	56,189	156,946	109,837	84,444	9,947
Edison Township	89.4	.0356	34.1	9.5	20.4	23.3	24.9	32.0	915,916	143,314	54,232	119,789	147,439	182,366	24,006
• New Brunswick	42.1	.0168	24.8	33.7	18.4	13.5	17.1	12.8	228,609	20,335	37,315	51,890	4,816	30,126	5,532
Old Bridge Township	56.9	.0227	33.1	9.3	20.3	23.1	22.9	20.1	176,663	39,521	19,364	12,093	5,673	4,529	9,927
• Perth Amboy	42.3	.0169	31.8	11.7	17.7	18.7	25.6	14.3	221,998	53,657	29,017	3,283	11,712	69,139	6,876
Piscataway Township	47.5	.0189	29.3	22.0	18.1	20.8	18.9	14.2	83,203	11,978	23,892	120	5,374	2,794	3,663
Woodbridge Township	93.9	.0374	35.6	9.2	20.3	21.7	29.2	33.8	1,210,835	178,158	90,587	316,844	82,748	149,696	26,077
Somerset	244.7	.0975	34.8	8.4	19.8	24.0	25.7	90.0	2,287,983	514,213	215,075	165,582	163,742	644,813	45,993
Franklin Township	43.6	.0174	33.3	8.7	24.5	22.8	23.0	16.5	239,952	108,292	27,732	10,512	11,672	19,637	10,993
SUBURBAN TOTAL	947.0	.3775	34.5	9.6	19.3	23.4	25.6	342.3	8,117,748	1,723,440	688,422	923,803	643,217	1,685,998	195,071
MONMOUTH–OCEAN	**1,000.9**	**.3991**	**36.5**	**8.4**	**15.5**	**21.5**	**30.8**	**371.3**	**8,593,187**	**1,829,555**	**728,006**	**831,119**	**472,118**	**2,157,828**	**252,934**
Monmouth	560.1	.2233	35.1	8.9	16.3	23.7	26.6	200.1	5,081,931	1,034,315	454,925	503,350	311,710	1,254,175	142,182
Middletown Township	69.0	.0275	35.4	9.3	14.4	25.4	25.4	22.9	404,444	133,916	26,261	50,077	37,800	51,647	19,004
Ocean	440.8	.1758	38.7	7.8	14.3	19.1	36.1	171.2	3,511,256	795,240	273,081	327,769	160,408	903,653	110,752
Brick Township	67.6	.0270	35.8	8.2	16.8	21.3	30.0	25.4	533,240	150,505	26,915	55,757	33,618	88,345	17,370

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If you want to cover the New York market with a newspaper buy, get a taste of affluent Bergen/Passaic in North Jersey, where the shoppers are. The best newspaper to reach this lucrative market is The Record. With total readership of 448,700 daily and 606,500 on Sunday, it is by far the dominant print medium in the market. Although New York City newspapers are readily available, duplication with The Record in Bergen/Passaic is minimal, and they cannot provide coverage of this market. To capture the undivided attention of 744,800 Sunday readers in North Jersey, combine The Record and The News Tribune. If your New York media plan is missing them, give National Advertising Manager Chuck Hayes a call at (201) 646-4257.

The Record

Source: The Scarborough Report, 1990
National Representative: Sawyer-Ferguson-Walker Company
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Circle No. 193 on Reader Service Card

METRO & COUNTY TOTALS

N.J. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Dover Township	77.7	.0310	36.5	9.0	14.1	22.6	29.7	27.8	1,251,971	215,498	71,556	217,428	75,966	343,145	27,950
Lakewood Township	45.8	.0183	33.5	9.1	15.1	16.3	31.4	16.6	410,646	56,997	20,816	11,649	7,685	228,612	9,542
SUBURBAN TOTAL	1,000.9	.3991	36.5	8.4	15.5	21.5	30.8	371.3	8,593,187	1,829,555	728,006	831,119	472,118	2,157,828	252,934
NEWARK	**1,822.7**	**.7267**	**34.5**	**10.0**	**17.1**	**22.4**	**26.8**	**651.4**	**13,633,002**	**3,873,446**	**1,296,057**	**1,054,843**	**840,445**	**3,014,388**	**419,446**
Essex	774.3	.3087	33.5	10.8	17.3	21.1	26.4	277.3	4,667,577	1,071,283	541,019	463,836	317,521	625,400	171,995
Bloomfield Township	44.8	.0179	37.2	9.4	19.2	20.6	32.6	18.3	309,120	70,297	28,387	1,987	12,670	66,514	16,219
East Orange	73.2	.0292	32.3	10.7	18.3	20.7	24.4	27.1	146,492	46,448	19,130	1,827	3,334	15,854	6,098
Irvington Township	60.7	.0242	31.5	10.9	19.4	22.2	21.0	22.1	207,776	35,120	17,281	12,066	8,892	42,347	12,618
• Newark	273.8	.1092	29.8	12.6	18.1	19.1	21.5	91.1	882,100	184,382	182,126	73,339	63,241	33,013	44,835
Morris	422.2	.1683	35.4	9.6	16.8	25.1	25.5	149.1	4,248,388	989,135	351,423	390,661	239,524	1,045,974	92,168
Parsippany–Troy Hills Township	48.6	.0194	34.5	10.2	20.7	24.7	24.4	18.4	366,468	105,643	37,403	26,920	21,880	88,001	10,098
Sussex	132.3	.0528	32.8	8.2	17.8	26.0	20.1	44.9	833,595	238,845	59,406	32,729	28,223	218,208	23,355
Union	493.9	.1969	36.0	9.5	17.0	21.3	30.2	180.1	3,883,442	774,183	344,209	167,617	255,181	1,124,806	131,928
• Elizabeth	110.0	.0439	32.4	11.0	19.2	19.6	25.5	39.1	574,840	155,397	55,091	12,502	28,810	126,342	22,121
Plainfield	46.6	.0186	31.4	11.5	19.1	21.4	21.7	15.2	216,842	33,272	27,514	48,901	12,154	24,350	7,820
Union Township	50.0	.0199	40.3	9.9	14.7	19.9	37.6	18.9	679,844	120,053	55,292	42,220	85,744	135,739	23,814
SUBURBAN TOTAL	1,438.9	.5736	35.7	9.4	16.8	23.3	27.8	521.2	12,176,062	2,733,667	1,058,840	969,002	748,398	2,855,033	352,490
TRENTON	**328.1**	**.1308**	**34.2**	**11.7**	**17.1**	**22.0**	**26.5**	**117.8**	**2,719,776**	**531,588**	**262,481**	**285,351**	**169,882**	**665,937**	**84,114**
Mercer	328.1	.1308	34.2	11.7	17.1	22.0	26.5	117.8	2,719,776	531,588	262,481	285,351	169,882	665,937	84,114
Hamilton Township	87.2	.0348	36.6	8.7	16.8	22.8	29.8	32.8	688,032	202,685	49,751	48,326	24,164	191,637	29,535
• Trenton	89.3	.0356	31.5	11.0	18.8	18.8	24.6	31.0	286,116	63,606	52,752	12,426	32,974	15,154	12,215
SUBURBAN TOTAL	238.8	.0952	35.3	11.9	16.4	23.3	27.3	86.8	2,433,660	467,982	209,729	272,925	136,908	650,783	71,899
VINELAND–MILLVILLE–BRIDGETON	**138.5**	**.0552**	**33.4**	**10.0**	**16.4**	**20.5**	**26.9**	**47.3**	**1,035,984**	**238,721**	**64,080**	**94,380**	**37,430**	**322,830**	**39,356**
Cumberland	138.5	.0552	33.4	10.0	16.4	20.5	26.9	47.3	1,035,984	238,721	64,080	94,380	37,430	322,830	39,356
• Bridgeton	19.0	.0076	31.2	10.4	16.7	16.1	27.6	6.7	189,376	42,445	13,058	7,881	1,455	55,627	12,626
• Millville	26.1	.0104	33.1	10.2	16.0	20.6	26.4	9.7	195,955	32,597	12,060	2,707	7,661	114,780	3,748
• Vineland	55.0	.0219	33.8	10.3	15.8	20.5	27.5	18.8	590,415	139,676	34,482	81,025	24,875	145,457	22,974
SUBURBAN TOTAL	38.4	.0153	34.2	9.2	17.3	22.4	26.3	12.1	60,238	24,003	4,480	2,767	3,439	6,966	8

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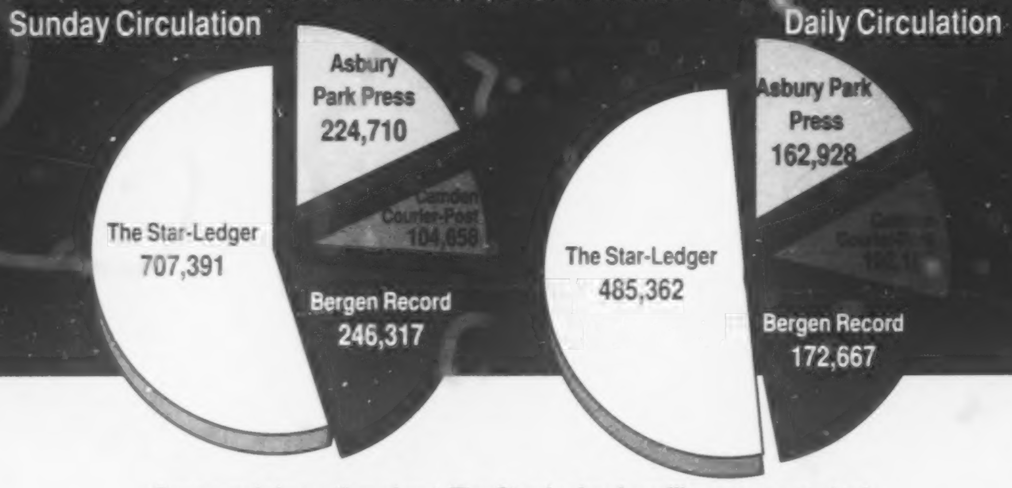

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The Star-Ledger
THE NEWSPAPER FOR NEW JERSEY

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Represented by Newhouse Newspapers
Source: ABC FasFax 3/31/91

Circle No. 196 on Reader Service Card

POPULATION

RETAIL SALES BY STORE GROUP

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
☐ **Burlington**	**399.1**	**.1591**	**33.1**	**10.5**	**18.0**	**22.2**	**24.3**	**138.0**	**3,386,918**	**649,715**	**260,068**	**348,118**	**150,477**	**1,126,442**	**94,580**
☐ **Camden**	**506.7**	**.2020**	**32.8**	**9.6**	**17.7**	**21.0**	**25.1**	**180.2**	**3,728,767**	**889,088**	**316,565**	**416,525**	**263,072**	**532,438**	**150,683**
• Camden	88.2	.0352	26.1	12.3	17.0	16.6	18.2	26.8	182,671	49,905	25,152	6,100	2,977	6,062	16,208
Cherry Hill Township	69.9	.0279	38.7	8.0	13.6	23.4	32.4	24.7	1,222,338	204,740	92,522	195,242	101,462	254,487	26,811
Gloucester Township	54.2	.0216	31.4	9.5	19.4	23.4	19.7	18.7	175,841	104,880	9,316	6,350	3,842	2,816	2,417
☐ **Gloucester**	**232.8**	**.0929**	**32.4**	**10.1**	**17.4**	**22.1**	**23.4**	**79.8**	**1,889,691**	**367,165**	**127,660**	**257,910**	**84,010**	**516,217**	**52,863**
Washington Township	42.5	.0169	31.0	9.1	16.9	26.6	16.6	13.3	307,708	61,455	21,218	12,316	9,176	136,582	8,644
☐ **Salem**	**65.5**	**.0261**	**35.2**	**8.8**	**15.1**	**21.5**	**28.8**	**23.9**	**376,386**	**60,445**	**35,030**	**20,699**	**14,809**	**115,382**	**15,653**
☐ **Warren**	**92.3**	**.0368**	**34.5**	**8.8**	**17.2**	**22.6**	**26.5**	**34.3**	**743,417**	**161,242**	**51,330**	**43,373**	**26,568**	**177,571**	**28,247**
TOTAL METRO COUNTIES	**7,768.8**	**3.0974**	**34.6**	**9.9**	**17.4**	**21.8**	**27.4**	**2,809.3**	**63,430,970**	**13,221,659**	**5,656,450**	**6,039,290**	**4,037,445**	**14,185,170**	**1,926,261**
TOTAL STATE	**7,768.8**	**3.0974**	**34.6**	**9.9**	**17.4**	**21.8**	**27.4**	**2,809.3**	**63,430,970**	**13,221,659**	**5,656,450**	**6,039,290**	**4,037,445**	**14,185,170**	**1,926,261**

THE TIMES OF TRENTON DOMINATES THE TRENTON/PRINCETON MARKET

Outside metropolitan newspapers barely scratch the surface in the Trenton/Princeton Market. The Philadelphia Inquirer is less than 2% daily and the Newark Star Ledger is 3%. The New York Times is the largest circulated outside daily, but still has less than 9% coverage. (Circulation 90/91)

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SOURCE: S&MM, Survey of Buying Power, 1990

The Courier-News

GANNETT
A WORLD OF DIFFERENT VOICES WHERE FREEDOM SPEAKS

N.J. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of [illegible] by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ATLANTIC CITY	**4,436,325**	**25,148**	**22.8**	**25.7**	**16.2**	**18.3**	**.1406**
Atlantic	3,071,238	25,494	21.9	25.2	16.9	18.4	.0973
● Atlantic City	407,390	16,065	27.3	21.7	10.0	9.3	.0168
Cape May	1,365,087	24,501	24.8	27.3	14.4	18.0	.0433
SUBURBAN TOTAL	4,028,935	26,646	22.1	26.4	17.1	19.6	.1238
BERGEN–PASSAIC	**27,078,425**	**44,360**	**12.1**	**17.9**	**17.6**	**43.6**	**.6952**
Bergen	19,873,314	49,681	10.2	16.4	17.2	49.6	.4936
Passaic	7,205,111	35,168	15.6	20.8	18.6	31.7	.2016
Clifton	1,462,100	39,309	14.8	20.0	20.2	35.8	.0376
Passaic	661,384	24,168	20.8	23.6	15.5	18.3	.0175
● Paterson	1,489,483	23,847	21.5	23.8	16.0	17.2	.0395
Wayne Township	1,094,635	56,839	6.1	14.7	17.6	57.4	.0401
SUBURBAN TOTAL	25,588,942	46,891	11.1	17.3	17.7	46.4	.6557
JERSEY CITY	**7,842,458**	**27,405**	**19.2**	**23.0**	**16.6**	**22.5**	**.2095**
Hudson	7,842,458	27,405	19.2	23.0	16.6	22.5	.2095
Bayonne	1,088,312	32,608	16.8	22.0	18.4	28.5	.0248
● Hoboken	505,350	22,950	21.8	24.6	14.4	17.0	.0124
● Jersey City	2,864,014	24,651	21.4	23.4	14.8	19.8	.0795
North Bergen Township	774,824	32,000	16.4	21.2	19.7	26.1	.0190
Union City	675,188	23,923	22.1	25.0	15.9	16.8	.0185
SUBURBAN TOTAL	4,473,094	30,325	17.3	22.5	18.2	25.3	.1176
MIDDLESEX–SOMERSET–HUNTERDON	**22,492,632**	**48,591**	**9.7**	**16.7**	**18.8**	**48.3**	**.5459**
Hunterdon	2,524,218	51,631	8.5	16.[illegible]	17.9	52.0	.0606
Middlesex	13,546,952	45,672	10.7	17.7	19.8	44.4	.3361
East Brunswick Township	1,061,880	60,286	5.6	12.0	16.6	62.4	.0320
Edison Township	979,008	50,058	7.3	17.2	20.8	50.0	.0506
● New Brunswick	524,442	27,132	21.2	23.6	16.6	21.9	.0147
Old Bridge Township	1,134,062	47,311	9.4	17.0	21.8	46.1	.0237
● Perth Amboy	564,621	28,684	18.3	22.3	17.0	24.5	.0151
Piscataway Township	865,405	49,367	8.3	16.9	21.2	49.0	.0175
Woodbridge Township	1,955,769	48,343	9.5	16.5	20.8	47.6	.0555
Somerset	6,421,462	57,000	7.7	14.1	16.3	57.1	.1492
Franklin Township	1,107,909	56,938	7.4	13.9	16.1	57.1	.0233
SUBURBAN TOTAL	21,403,569	50,174	8.9	16.1	19.0	50.3	.5161
MONMOUTH–OCEAN	**18,768,684**	**37,880**	**15.5**	**21.5**	**18.3**	**35.4**	**.4904**
Monmouth	11,227,705	42,325	13.1	18.9	17.6	41.3	.2894
Middletown Township	1,534,918	54,516	8.1	14.0	16.9	54.8	.0341
Ocean	7,540,979	33,329	18.3	24.5	19.3	28.5	.2010
Brick Township	1,203,808	38,669	14.9	21.8	21.7	33.7	.0314
Dover Township	1,345,325	37,268	16.5	21.8	19.0	34.0	.0462

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Lakewood Township	695,025	29,821	20.6	22.9	17.7	25.6	.0204
SUBURBAN TOTAL	18,768,684	37,880	15.5	21.5	18.3	35.4	.4904
NEWARK	**34,974,284**	**40,296**	**13.1**	**19.0**	**17.1**	**39.4**	**.8715**
Essex	13,212,838	32,315	16.2	20.2	15.3	31.6	.3280
Bloomfield Township	925,120	40,339	13.8	20.6	19.2	38.3	.0219
East Orange	1,050,125	27,475	18.6	24.2	15.5	23.6	.0233
Irvington Township	853,878	29,408	16.7	25.1	13.6	24.0	.0205
● Newark	2,877,394	20,956	21.7	21.8	13.5	16.4	.0776
Morris	9,942,492	53,963	7.9	15.5	17.9	54.3	.2464
Parsippany–Troy Hills Township	1,126,614	50,109	7.2	18.9	20.2	50.0	.0261
Sussex	2,543,725	46,081	9.6	18.3	21.9	44.3	.0608
Union	9,275,229	39,401	13.5	20.2	18.2	37.7	.2363
● Elizabeth	1,478,176	27,861	18.8	24.8	17.9	21.2	.0394
Plainfield	663,343	33,421	15.9	22.8	18.2	29.7	.0168
Union Township	947,363	40,693	13.7	19.9	18.9	38.8	.0288
SUBURBAN TOTAL	30,618,714	45,202	11.2	18.1	17.7	44.7	.7545
TRENTON	**6,792,973**	**43,186**	**12.8**	**18.7**	**17.0**	**42.3**	**.1683**
Mercer	6,792,973	43,186	12.8	18.7	17.0	42.3	.1683
Hamilton Township	1,821,450	46,359	10.8	18.1	19.7	45.3	.0444
● Trenton	1,219,323	27,809	19.8	23.0	16.5	23.3	.0293
SUBURBAN TOTAL	5,573,650	49,223	10.3	17.1	17.2	49.1	.1390
VINELAND–MILLVILLE–BRIDGETON	**1,827,096**	**28,848**	**19.1**	**26.3**	**18.7**	**21.3**	**.0543**
Cumberland	1,827,096	28,848	19.1	26.3	18.7	21.3	.0543
● Bridgeton	213,636	23,140	21.0	29.1	13.7	14.5	.0077
● Millville	376,312	30,645	18.3	25.4	20.8	21.5	.0107
● Vineland	762,866	29,959	19.1	25.8	19.3	22.9	.0251
SUBURBAN TOTAL	474,282	29,478	18.8	26.0	19.0	22.4	.0108
OTHER COUNTIES							
☐ Burlington	7,445,413	42,082	12.4	20.7	20.8	39.4	.1945
☐ Camden	7,968,576	33,573	16.2	22.8	18.3	29.7	.2161
● Camden	689,832	17,534	25.9	23.0	12.0	9.4	.0199
Cherry Hill Township	1,602,808	54,276	8.5	14.9	16.2	54.9	.0488
Gloucester Township	869,868	38,185	12.9	23.7	22.6	32.6	.0197
☐ Gloucester	3,416,151	35,388	15.6	23.2	22.6	28.0	.0988
Washington Township	683,354	44,563	8.4	19.4	26.1	40.6	.0183
☐ Salem	1,090,948	37,465	15.6	20.1	20.1	32.9	.0270
☐ Warren	1,440,953	33,133	16.9	25.7	20.9	25.9	.0404
TOTAL METRO COUNTIES	**145,574,918**	**39,083**	**14.1**	**20.1**	**17.9**	**37.2**	**3.7525**
TOTAL STATE	**145,574,918**	**39,083**	**14.1**	**20.1**	**17.9**	**37.2**	**3.7525**

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THE SOURCE

The Press
OF ATLANTIC CITY

Circle No. 195 on Reader Service Card

New Mexico

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ALBUQUERQUE	**491.3**	**.1959**	**32.2**	**10.3**	**18.5**	**22.2**	**22.7**	**189.8**	**3,933,194**	**646,779**	**435,928**	**538,603**	**214,965**	**964,265**	**140,560**
Bernalillo	491.3	.1959	32.2	10.3	18.5	22.2	22.7	189.8	3,933,194	646,779	435,928	538,603	214,965	964,265	140,560
• Albuquerque	393.3	.1568	32.6	10.7	18.7	22.1	23.3	157.2	3,736,977	593,727	406,097	530,965	209,970	945,668	136,893
SUBURBAN TOTAL	98.0	.0391	30.8	9.0	17.6	22.2	20.3	32.6	196,217	53,052	29,831	7,638	4,995	18,597	3,667
LAS CRUCES	**138.6**	**.0553**	**28.1**	**14.2**	**16.7**	**18.2**	**20.2**	**46.1**	**615,412**	**127,974**	**65,216**	**86,891**	**24,202**	**135,244**	**16,378**
Dona Ana	138.6	.0553	28.1	14.2	16.7	18.2	20.2	46.1	615,412	127,974	65,216	86,891	24,202	135,244	16,378
• Las Cruces	63.5	.0253	30.2	14.1	17.1	18.3	23.5	24.3	548,231	108,696	56,753	71,534	22,771	130,028	14,590
SUBURBAN TOTAL	75.1	.0300	26.2	14.3	16.4	18.1	17.4	21.8	67,181	19,278	8,463	15,357	1,431	5,216	1,788
SANTA FE	**118.7**	**.0473**	**35.0**	**7.9**	**16.0**	**26.3**	**23.6**	**45.7**	**878,967**	**135,464**	**106,549**	**98,448**	**41,560**	**142,687**	**26,419**
Los Alamos	18.1	.0072	37.8	4.9	14.0	27.7	27.3	7.2	84,023	39,622	8,917	1,415	316	1,170	3,127
Santa Fe	100.6	.0401	34.4	8.5	16.5	26.0	22.9	38.5	794,944	95,842	97,632	97,033	41,244	141,517	23,292
• Santa Fe	56.8	.0226	36.2	9.1	15.5	25.6	26.6	23.2	744,690	95,761	90,775	95,217	38,086	135,858	20,173
SUBURBAN TOTAL	61.9	.0247	33.7	6.9	16.5	26.9	20.9	22.5	134,277	39,703	15,774	3,311	3,474	6,829	6,246
OTHER COUNTIES															
Catron	2.6	.0010	38.1	5.7	12.5	22.2	32.8	1.0	3,895	1,983	47	186	47	140	
Chaves	58.0	.0232	31.8	9.3	14.4	18.1	27.3	20.6	296,825	76,705	32,249	38,594	10,772	59,749	10,388
Roswell	44.8	.0179	32.1	9.5	14.2	17.6	28.4	16.2	286,506	74,238	31,133	38,540	9,719	57,619	10,373
Cibola	23.5	.0093	29.2	9.1	16.0	19.5	21.2	7.2	88,942	12,025	11,951	6,086	3,232	14,275	2,705
Colfax	12.8	.0051	35.7	6.9	13.4	20.0	30.9	4.9	84,138	19,570	14,453	4,981	701	12,649	5,391
Curry	42.1	.0168	29.3	11.3	18.0	17.5	22.2	15.1	298,199	71,087	26,723	39,118	13,937	58,918	9,143

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METRO & COUNTY TOTALS

N.M. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
De Baca	2.2	.0009	41.0	5.5	12.4	17.0	39.8	.9
Eddy	48.5	.0193	33.3	7.8	14.3	19.1	28.5	17.4
Grant	27.8	.0111	33.2	9.0	12.7	20.0	27.7	9.8
Guadalupe	4.1	.0016	32.2	8.0	15.7	17.4	28.2	1.5
Harding	1.0	.0004	38.6	6.3	10.6	19.0	36.0	.4
Hidalgo	5.9	.0024	30.5	8.5	14.8	19.0	24.3	2.0
Lea	55.1	.0219	30.0	8.7	15.7	18.5	25.6	19.1
Lincoln	12.2	.0049	37.4	6.5	14.2	22.1	31.7	4.8
Luna	18.3	.0073	36.8	7.1	11.5	16.2	35.9	6.9
McKinley	61.3	.0245	25.3	10.4	16.5	17.8	16.2	16.8
Mora	4.2	.0016	33.8	8.4	13.9	19.2	29.2	1.5
Otero	52.2	.0208	29.4	11.2	18.3	18.5	21.2	18.3
Quay	10.8	.0043	37.1	6.8	12.6	20.7	32.2	4.2
Rio Arriba	34.7	.0139	29.9	9.4	16.1	20.0	21.9	11.6
Roosevelt	16.7	.0066	29.1	16.9	13.8	16.3	25.5	6.0
Sandoval	66.0	.0264	30.5	7.5	18.7	21.3	20.3	21.8
San Juan	91.6	.0365	27.9	8.5	16.6	19.7	18.6	28.7
San Miguel	25.8	.0103	30.5	10.8	15.8	19.3	23.6	8.7
Sierra	10.0	.0040	50.9	5.2	9.6	14.5	50.9	4.5
Socorro	14.8	.0059	30.1	11.3	15.8	19.6	22.7	5.2
Taos	23.2	.0092	33.9	7.8	14.5	23.9	24.5	8.8
Torrance	10.6	.0042	32.6	6.4	14.8	22.0	24.5	3.8
Union	4.0	.0016	37.2	5.9	12.9	19.2	33.5	1.6
Valencia	46.2	.0184	31.4	8.2	16.9	21.3	22.6	15.5
TOTAL METRO COUNTIES	**748.6**	**.2985**	**31.9**	**10.7**	**17.7**	**22.1**	**22.4**	**281.6**
TOTAL STATE	**1,534.8**	**.6119**	**31.3**	**9.8**	**16.8**	**20.7**	**23.0**	**550.2**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
De Baca	8,954	2,894	902		101	296	120
Eddy	272,796	53,456	22,690	34,434	11,823	47,518	8,545
Grant	154,519	44,945	16,997	9,208	3,764	27,237	10,067
Guadalupe	26,946	3,803	6,253	464	63	441	
Harding	3,747	381	452		45	352	
Hidalgo	27,916	6,467	2,242	59	49	4,388	672
Lea	278,226	96,550	19,334	27,194	6,245	61,260	5,467
Lincoln	97,654	18,856	12,709	13,560	2,280	17,261	1,784
Luna	99,566	27,417	5,825	6,797	3,269	18,837	2,811
McKinley	369,155	71,369	38,835	33,523	15,067	66,781	9,832
Mora	5,347	771	212		79	439	
Otero	260,186	68,766	18,211	26,109	18,093	68,458	6,099
Quay	63,069	16,063	10,114	6,684	1,408	8,311	1,644
Rio Arriba	122,464	38,762	11,227	4,501	1,661	14,564	9,237
Roosevelt	87,249	29,476	5,919	3,639	312	21,095	3,622
Sandoval	106,767	28,062	16,881	2,978	4,567	2,580	5,501
San Juan	560,523	139,856	43,078	80,389	24,560	139,082	14,266
San Miguel	102,490	35,816	13,487	8,205	1,913	16,885	4,622
Sierra	49,030	14,219	9,081	3,382	761	5,197	2,884
Socorro	47,588	11,796	8,620	4,459	157	5,975	1,656
Taos	157,448	45,370	16,889	16,749	1,714	14,571	1,691
Torrance	39,966	8,247	3,104		89	9,914	2,082
Union	16,982	4,541	2,786	885	560	1,343	1,218
Valencia	219,422	84,165	15,839	7,201	4,272	58,030	6,238
TOTAL METRO COUNTIES	**5,427,573**	**910,217**	**607,693**	**724,022**	**280,727**	**1,242,196**	**183,357**
TOTAL STATE	**9,377,582**	**1,943,635**	**994,803**	**1,103,357**	**412,268**	**1,998,742**	**311,262**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ALBUQUERQUE	**6,046,999**	**23,945**	**24.0**	**26.9**	**16.0**	**15.3**	**.1909**
Bernalillo	6,046,999	23,945	24.0	26.9	16.0	15.3	.1909
• Albuquerque	5,030,086	24,399	23.5	27.0	16.3	15.7	.1653
SUBURBAN TOTAL	1,016,913	21,993	26.4	26.6	14.5	13.7	.0256
LAS CRUCES	**1,223,509**	**18,273**	**27.9**	**24.7**	**10.6**	**10.8**	**.0388**
Dona Ana	1,223,509	18,273	27.9	24.7	10.6	10.8	.0388
• Las Cruces	657,364	19,750	24.9	25.5	12.4	11.6	.0236
SUBURBAN TOTAL	566,145	16,835	31.2	24.1	8.5	9.8	.0152
SANTA FE	**1,763,846**	**29,511**	**19.5**	**24.5**	**17.4**	**24.3**	**.0492**
Los Alamos	402,880	50,348	7.5	15.8	21.8	50.5	.0085
Santa Fe	1,360,966	26,213	21.7	26.1	16.6	19.4	.0407
• Santa Fe	825,966	26,464	22.0	24.7	16.7	20.4	.0287
SUBURBAN TOTAL	937,880	32,681	17.0	24.1	18.2	28.3	.0205
OTHER COUNTIES							
Catron	20,711	14,706	31.3	23.5	8.4	4.0	.0005
Chaves	599,873	20,486	27.5	25.5	13.4	12.2	.0181
Roswell	477,301	20,636	27.6	25.1	13.8	12.4	.0152
Cibola	204,497	23,489	21.9	29.8	17.6	10.6	.0063
Colfax	123,305	18,738	26.9	26.5	12.4	8.3	.0041
Curry	427,376	19,973	29.0	27.3	11.8	10.9	.0144
De Baca	18,526	14,129	32.1	21.2	6.8	5.8	.0006
Eddy	506,340	22,559	24.1	29.9	14.4	11.5	.0156
Grant	307,674	26,193	19.4	25.9	21.0	13.5	.0092

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Guadalupe	26,456	12,756	30.7	20.2	4.3	4.3	.0012
Harding	7,308	13,375	36.1	17.2	5.8	5.0	.0003
Hidalgo	43,414	16,096	29.3	28.1	11.0	2.5	.0014
Lea	637,648	27,911	18.6	29.7	19.9	15.1	.0181
Lincoln	133,367	19,990	26.6	27.1	11.2	11.6	.0046
Luna	136,044	13,363	31.1	20.1	7.3	5.1	.0051
McKinley	324,197	13,814	25.1	22.5	8.9	4.6	.0157
Mora	25,033	11,473	27.5	21.0	5.2	1.9	.0007
Otero	568,110	23,207	27.1	29.3	15.7	13.1	.0166
Quay	110,204	19,679	24.4	26.4	10.6	12.1	.0035
Rio Arriba	217,521	14,078	28.9	23.5	7.7	3.1	.0079
Roosevelt	140,072	14,951	25.8	20.7	10.0	8.4	.0048
Sandoval	793,282	28,283	19.7	28.0	18.3	20.7	.0184
San Juan	846,282	24,172	19.7	27.9	17.0	13.0	.0287
San Miguel	174,469	13,979	30.1	20.8	8.5	4.8	.0062
Sierra	88,033	13,993	30.9	20.5	7.4	5.1	.0029
Socorro	106,180	14,508	33.1	21.2	7.9	4.5	.0035
Taos	198,343	15,949	29.1	22.7	9.8	6.9	.0073
Torrance	77,162	15,035	33.5	20.4	7.9	5.4	.0026
Union	43,319	17,500	26.7	23.6	10.3	10.6	.0012
Valencia	432,899	21,431	25.9	27.6	14.9	11.2	.0135
TOTAL METRO COUNTIES	**9,034,354**	**23,723**	**23.8**	**26.2**	**15.4**	**16.0**	**.2789**
TOTAL STATE	**16,371,999**	**21,961**	**24.4**	**26.3**	**14.5**	**13.5**	**.5119**

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New York

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ALBANY–SCHENECTADY–TROY	**879.9**	**.3510**	**34.1**	**11.5**	**16.6**	**21.2**	**27.2**	**338.0**
Albany	293.1	.1169	34.0	13.3	16.7	20.8	27.6	116.0
• Albany	101.3	.0404	31.4	20.1	18.4	17.3	26.1	42.2
Greene	45.1	.0180	35.7	9.6	16.1	20.8	30.1	16.7
Montgomery	51.9	.0207	36.8	8.3	14.3	19.4	33.1	20.2
Rensselaer	154.6	.0617	32.9	12.7	16.3	20.5	26.1	57.7
• Troy	54.3	.0216	29.8	19.9	17.9	15.7	25.0	20.8
Saratoga	185.9	.0742	32.8	10.3	17.6	23.4	22.8	68.2
Schenectady	149.3	.0595	35.7	9.8	16.1	20.7	30.4	59.2
• Schenectady	65.6	.0262	32.9	12.7	18.9	17.3	28.7	27.8
SUBURBAN TOTAL	658.7	.2628	35.1	9.3	16.0	22.7	27.5	247.2
BINGHAMTON	**264.4**	**.1054**	**34.0**	**11.0**	**16.5**	**20.1**	**28.2**	**100.6**
Broome	211.8	.0844	34.2	11.7	16.5	19.7	29.0	81.7
• Binghamton	52.9	.0211	34.5	13.7	16.9	17.4	31.7	22.6
Tioga	52.6	.0210	33.0	8.2	16.7	21.5	25.1	18.9
SUBURBAN TOTAL	211.5	.0843	33.8	10.3	16.6	20.7	27.3	78.0
BUFFALO	**966.3**	**.3852**	**34.8**	**10.5**	**16.3**	**20.1**	**29.7**	**376.1**
Erie	966.3	.3852	34.8	10.5	16.3	20.1	29.7	376.1
• Buffalo	327.4	.1305	32.2	12.5	18.2	17.6	27.2	136.1
SUBURBAN TOTAL	638.9	.2547	36.5	9.5	15.3	21.4	30.8	240.0

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ALBANY–SCHENECTADY–TROY	**7,045,006**	**1,539,547**	**663,119**	**842,591**	**372,380**	**1,577,469**	**251,632**
Albany	3,136,897	565,279	317,651	481,435	209,586	750,590	100,707
• Albany	1,141,631	167,060	129,477	197,257	56,343	302,906	37,968
Greene	303,378	88,449	22,738	23,063	9,567	61,049	10,211
Montgomery	311,405	93,803	[illegible]	31,959	7,145	46,619	18,130
Rensselaer	849,624	249,174	[illegible]	60,559	28,147	170,664	41,771
• Troy	349,284	103,314	47,677	24,887	19,199	43,878	25,390
Saratoga	1,299,958	274,885	135,461	113,225	52,127	338,321	32,873
Schenectady	1,143,744	267,957	84,535	132,350	65,808	210,226	47,940
• Schenectady	486,243	133,804	44,334	32,316	28,738	121,231	24,526
SUBURBAN TOTAL	5,067,848	1,135,369	441,631	588,131	268,100	1,109,454	163,748
BINGHAMTON	**1,968,059**	**402,534**	**184,343**	**263,497**	**96,456**	**418,051**	**89,198**
Broome	1,732,885	342,163	170,359	254,937	93,362	333,087	80,620
• Binghamton	541,436	116,166	55,006	66,833	41,829	102,731	28,043
Tioga	235,174	60,371	13,984	8,560	3,094	84,964	8,578
SUBURBAN TOTAL	1,426,623	286,368	129,337	196,664	54,627	315,320	61,155
BUFFALO	**6,781,443**	**1,611,814**	**710,071**	**758,104**	**369,250**	**1,406,349**	**336,787**
Erie	6,781,443	1,611,814	710,071	[illegible]	369,250	1,406,349	336,787
• Buffalo	1,554,462	499,801	222,825	97,446	69,604	203,234	107,205
SUBURBAN TOTAL	5,226,981	1,112,013	487,246	660,658	299,646	1,203,115	229,582

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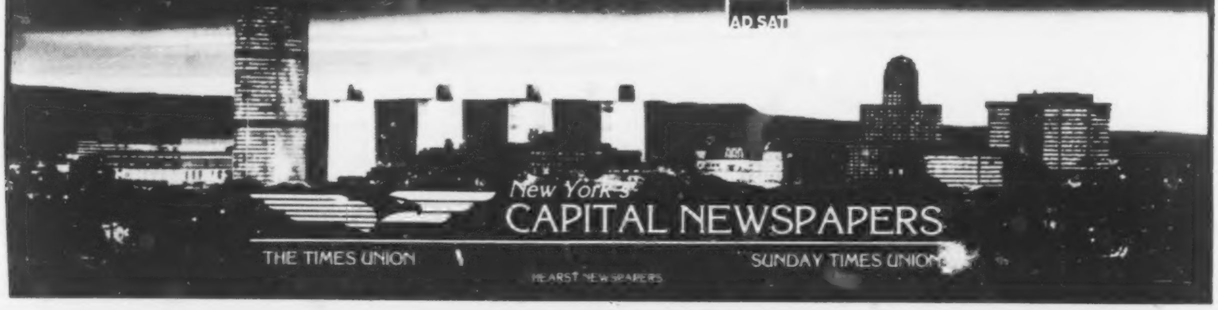

METRO & COUNTY TOTALS

N.Y. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
BUFFALO–NIAGARA FALLS CONSOLIDATED AREA	*1,186.9*	*.4731*	*34.8*	*10.4*	*16.3*	*20.1*	*29.5*	*460.8*	*8,229,693*	*1,942,222*	*853,180*	*925,435*	*430,256*	*1,686,840*	*410,626*
ELMIRA	**95.4**	**.0380**	**34.3**	**10.0**	**15.5**	**20.1**	**28.8**	**35.4**	**688,040**	**126,888**	**62,043**	**123,266**	**32,397**	**138,732**	**32,165**
Chemung	95.4	.0380	34.3	10.0	15.5	20.1	28.8	35.4	688,040	126,888	62,043	123,266	32,397	138,732	32,165
• Elmira	33.8	.0135	30.8	13.8	17.2	16.6	26.2	12.5	280,880	62,367	26,533	24,694	14,596	69,883	20,961
SUBURBAN TOTAL	61.6	.0245	36.5	7.9	14.6	22.0	30.4	22.9	407,160	64,521	35,510	98,572	17,801	68,849	11,204
GLENS FALLS	**119.6**	**.0477**	**33.8**	**9.9**	**16.5**	**20.9**	**27.1**	**43.3**	**1,035,026**	**242,752**	**98,913**	**95,542**	**38,080**	**259,115**	**39,026**
Warren	59.7	.0238	34.5	9.8	15.7	21.4	27.9	22.8	758,626	151,517	78,345	66,583	32,365	194,567	27,421
• Glens Falls	15.1	.0060	32.6	11.2	17.9	19.1	26.7	6.2	419,163	78,085	23,875	66,194	16,312	149,874	11,831
Washington	59.9	.0239	33.1	10.1	17.1	20.4	26.4	20.5	276,400	91,235	20,568	28,959	5,715	64,548	11,605
SUBURBAN TOTAL	104.5	.0417	34.0	9.8	16.2	21.2	27.2	37.1	615,863	164,667	75,038	29,348	21,768	109,241	27,195
JAMESTOWN–DUNKIRK	**141.4**	**.0564**	**34.4**	**10.7**	**14.7**	**19.5**	**29.6**	**53.5**	**850,402**	**219,395**	**75,222**	**96,722**	**37,483**	**207,302**	**34,060**
Chautauqua	141.4	.0564	34.4	10.7	14.7	19.5	29.6	53.5	850,402	219,395	75,222	96,722	37,483	207,302	34,060
• Dunkirk	13.9	.0055	35.4	9.6	14.6	17.9	32.6	5.6	122,266	47,576	7,089	23,497	4,016	9,210	8,687
• Jamestown	34.6	.0138	33.5	10.1	16.5	18.0	29.5	14.2	318,794	69,019	21,298	27,722	11,923	129,400	12,980
SUBURBAN TOTAL	92.9	.0371	34.7	11.2	13.8	20.4	29.2	33.7	409,342	102,800	46,835	45,503	21,544	68,692	12,393
NASSAU–SUFFOLK	**2,616.2**	**1.0431**	**35.1**	**10.2**	**16.3**	**22.4**	**27.8**	**858.5**	**26,052,896**	**5,158,812**	**2,036,043**	**2,398,199**	**1,720,528**	**5,177,613**	**853,003**
Nassau	1,285.6	.5126	36.7	9.8	15.6	21.9	30.8	430.9	14,420,166	2,487,623	1,201,488	1,342,633	1,014,863	2,620,577	472,880
Hempstead	49.4	.0197	29.3	18.4	17.9	19.9	19.8	14.6	559,826	67,387	17,303	34,151	20,183	315,652	6,008
Suffolk	1,330.6	.5305	33.6	10.5	17.1	22.6	24.9	427.6	11,632,730	2,671,189	834,555	1,055,566	705,665	2,557,036	380,123
SUBURBAN TOTAL	2,616.2	1.0431	35.1	10.2	16.3	22.4	27.8	858.5	26,052,896	5,158,812	2,036,043	2,398,199	1,720,528	5,177,613	853,003
NEW YORK	**8,592.1**	**3.4259**	**34.1**	**10.3**	**18.2**	**21.4**	**26.9**	**3,270.5**	**49,319,353**	**9,858,009**	**6,416,483**	**4,899,667**	**3,495,318**	**5,795,601**	**2,123,374**
Bronx	1,210.7	.4828	31.1	11.5	17.5	19.2	24.0	426.7	3,170,270	818,598	293,801	320,822	217,845	383,235	215,211
Kings	2,311.6	.9217	32.4	10.6	17.3	20.2	25.3	832.2	7,500,439	2,147,458	547,847	664,756	557,148	964,557	402,983
New York (Manhattan)	1,497.7	.5972	36.1	10.0	21.4	24.3	27.6	721.6	18,127,873	1,987,376	3,498,135	1,994,991	1,462,050	635,400	643,630
• New York City	7,365.4	2.9366	33.8	10.5	18.5	21.2	26.6	2,836.6	38,926,581	7,879,704	5,541,317	3,803,078	2,836,322	3,443,738	1,775,490
Putnam	84.7	.0338	33.7	9.1	17.3	25.6	22.2	20.4	486,183	124,715	38,295	31,095	17,014	121,711	14,387
Queens	1,962.4	.7824	35.4	10.0	18.3	20.9	29.6	724.2	8,122,690	2,241,984	1,052,603	584,355	517,188	1,176,093	416,491
Richmond	383.0	.1527	33.4	10.5	17.3	22.9	24.4	131.9	2,005,309	684,288	148,931	238,154	82,091	284,453	97,175
Rockland	265.7	.1059	34.2	10.0	15.1	23.0	25.8	84.9	1,864,576	429,985	153,702	175,171	101,487	490,657	72,147
Westchester	876.3	.3494	36.4	9.5	16.5	22.2	29.9	320.6	8,042,013	1,423,605	683,169	890,323	540,495	1,739,495	261,350
Mount Vernon	67.3	.0268	34.5	9.7	17.9	20.3	28.8	25.2	469,087	60,185	14,918	7,415	9,240	65,950	13,213
New Rochelle	67.4	.0269	37.6	9.8	15.9	21.1	32.8	25.4	632,262	60,576	44,162	66,027	29,970	280,068	18,403
• White Plains	48.8	.0195	36.9	9.3	19.1	22.4	30.6	19.5	1,156,531	53,690	89,364	351,968	90,475	240,737	26,943
Yonkers	188.4	.0751	35.7	9.8	17.5	19.2	31.7	72.2	1,282,676	328,743	97,343	144,172	113,425	206,120	51,401
SUBURBAN TOTAL	1,177.9	.4698	35.7	9.5	16.1	22.7	28.4	414.4	9,236,241	1,924,615	785,802	744,621	568,521	2,111,126	320,941
NEW YORK–NORTHERN NEW JERSEY–LONG ISLAND CONSOLIDATED AREA	*18,030.9*	*7.1893*	*34.5*	*10.1*	*17.5*	*21.8*	*27.4*	*6,600.6*	*132,199,328*	*26,905,076*	*13,429,320*	*12,641,416*	*8,914,242*	*22,964,221*	*4,617,852*
NIAGARA FALLS	**220.6**	**.0879**	**34.7**	**9.5**	**16.0**	**20.1**	**29.4**	**84.7**	**1,448,250**	**330,408**	**143,109**	**167,331**	**61,006**	**280,491**	**73,839**
Niagara	220.6	.0879	34.7	9.5	16.0	20.1	29.4	84.7	1,448,250	330,408	143,109	167,331	61,006	280,491	73,839
• Niagara Falls	61.8	.0246	35.4	9.5	16.0	17.2	33.2	26.0	409,647	110,681	57,325	25,902	22,366	37,095	19,185
SUBURBAN TOTAL	158.8	.0633	34.4	9.6	15.9	21.2	27.9	58.7	1,038,603	219,727	85,784	141,429	38,640	243,396	54,654

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POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ORANGE COUNTY	**312.7**	**.1247**	**31.8**	**10.5**	**17.2**	**22.4**	**22.1**	**103.3**	**2,416,510**	**600,430**	**201,728**	**286,275**	**118,883**	**516,633**	**70,820**
Orange	312.7	.1247	31.8	10.5	17.2	22.4	22.1	103.3	2,416,510	600,430	201,728	286,275	118,883	516,633	70,820
SUBURBAN TOTAL	312.7	.1247	31.8	10.5	17.2	22.4	22.1	103.3	2,416,510	600,430	201,728	286,275	118,883	516,633	70,820
POUGHKEEPSIE	**262.2**	**.1046**	**33.5**	**10.9**	**17.6**	**22.6**	**24.8**	**90.6**	**2,137,103**	**490,935**	**171,473**	**274,904**	**103,070**	**435,565**	**73,189**
Dutchess	262.2	.1046	33.5	10.9	17.6	22.6	24.8	90.6	2,137,103	490,935	171,473	274,904	103,070	435,565	73,189
• Poughkeepsie	29.1	.0116	33.2	10.7	19.4	18.1	28.3	12.0	588,892	46,227	45,816	90,131	20,957	158,274	27,935
SUBURBAN TOTAL	233.1	.0930	33.5	11.0	17.4	23.1	24.4	78.6	1,548,211	444,708	125,657	184,773	82,113	277,291	45,254
ROCHESTER	**1,004.9**	**.4005**	**33.0**	**11.1**	**17.1**	**21.5**	**25.1**	**375.5**	**7,643,436**	**1,763,839**	**716,541**	**748,110**	**454,244**	**1,858,875**	**268,596**
Livingston	62.8	.0250	31.2	15.1	16.3	20.3	23.6	21.4	338,310	85,986	32,635	22,151	6,474	94,991	13,586
Monroe	715.0	.2850	33.0	11.2	17.5	21.5	25.1	272.4	5,857,492	1,315,827	567,555	580,278	382,723	1,431,225	203,173
• Rochester	232.0	.0925	30.1	12.8	21.2	18.0	21.7	93.8	1,471,088	320,612	201,097	54,180	130,031	314,333	64,338
Ontario	95.5	.0381	34.2	10.2	16.0	22.3	26.3	35.1	854,295	171,233	72,424	106,055	50,706	193,769	23,522
Orleans	42.1	.0168	32.5	9.9	17.3	20.7	25.0	14.5	163,268	56,260	15,925	12,469	6,004	29,391	8,428
Wayne	89.5	.0356	32.9	8.6	16.9	21.9	24.4	32.1	430,063	134,533	28,002	27,157	8,257	109,499	19,887
SUBURBAN TOTAL	772.9	.3080	34.1	10.5	16.0	22.6	26.0	281.7	6,172,348	1,443,227	515,444	693,930	324,213	1,544,542	204,258
SYRACUSE	**661.0**	**.2635**	**32.2**	**12.4**	**16.8**	**20.3**	**25.1**	**244.3**	**4,863,427**	**1,091,663**	**522,349**	**439,350**	**301,334**	**1,077,923**	**191,962**
Madison	69.4	.0277	31.0	15.5	15.1	20.1	23.8	23.7	363,424	93,737	43,261	23,194	12,049	85,110	18,098
Onondaga	469.1	.1870	32.8	11.8	17.2	20.3	26.0	177.9	3,864,868	847,052	404,435	361,527	271,546	836,233	143,147
• Syracuse	163.9	.0653	30.4	17.3	18.1	16.4	25.3	65.0	1,169,769	210,294	154,411	28,383	120,552	335,241	46,920
Oswego	122.5	.0488	30.5	12.9	16.3	20.1	22.6	42.7	635,135	150,874	74,553	44,629	17,739	156,580	30,717
SUBURBAN TOTAL	497.1	.1982	32.9	10.8	16.4	21.5	25.1	179.3	3,693,658	881,369	367,838	400,967	180,782	742,682	145,042
UTICA-ROME	**316.3**	**.1261**	**34.2**	**10.8**	**15.8**	**19.5**	**29.2**	**117.3**	**2,068,989**	**461,130**	**203,224**	**244,528**	**84,185**	**427,655**	**107,996**
Herkimer	65.8	.0262	35.5	9.3	14.2	20.0	30.7	24.9	363,899	96,645	43,034	39,508	13,762	52,859	18,583
Oneida	250.5	.0999	33.9	11.1	16.3	19.4	28.8	92.4	1,705,090	364,485	160,190	205,020	70,423	374,796	89,413
• Rome	44.3	.0177	31.4	12.7	19.6	18.1	24.9	15.7	311,476	72,574	26,566	33,649	11,344	86,784	19,852
• Utica	68.5	.0273	34.6	11.9	16.1	16.7	32.8	28.3	417,255	109,486	57,519	36,466	18,938	26,448	34,591
SUBURBAN TOTAL	203.5	.0811	34.9	10.0	14.9	20.8	28.9	73.3	1,340,258	279,070	119,139	174,413	53,903	314,423	53,553

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POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
Allegany	50.5	.0201	31.1	16.0	12.7	18.4	26.7	17.0	188,972	60,205	23,028	13,303	9,661	25,552	10,911
Cattaraugus	84.0	.0335	33.1	10.5	14.2	19.7	27.7	30.4	454,633	107,798	55,980	60,273	20,111	84,065	22,302
Cayuga	82.5	.0329	33.2	9.8	16.9	20.2	26.7	29.1	431,131	127,251	32,530	44,709	14,478	104,497	13,416
Chenango	52.1	.0208	33.9	8.3	15.6	21.0	27.3	19.3	277,780	81,041	17,064	13,578	5,572	65,880	15,925
Clinton	86.3	.0344	30.2	14.9	19.2	19.3	21.4	29.3	611,288	127,832	42,281	93,330	26,066	131,100	24,568
Columbia	63.2	.0252	36.7	8.1	14.6	22.1	30.5	23.8	362,317	104,492	28,859	19,393	15,730	57,651	14,171
Cortland	49.0	.0195	30.5	16.6	15.0	19.2	24.1	17.3	354,961	80,096	40,693	28,761	13,652	72,309	17,551
Delaware	47.4	.0189	35.8	10.3	13.2	20.0	31.1	17.7	358,728	95,111	20,943	33,836	12,158	64,284	16,292
Essex	37.2	.0149	35.2	8.7	16.6	21.3	29.0	13.7	264,915	75,398	35,173	14,902	2,986	56,649	6,159
Franklin	46.7	.0186	32.8	10.5	17.6	20.3	25.8	16.3	272,971	71,580	19,596	22,813	9,496	51,332	15,958
Fulton	54.1	.0215	35.4	8.7	14.6	20.5	30.1	21.0	321,736	85,783	17,225	27,685	11,370	87,850	16,842
Genesee	60.1	.0240	33.4	9.6	16.3	20.3	27.1	21.6	367,201	83,491	37,885	37,264	15,650	74,406	11,901
Hamilton	5.3	.0021	40.3	7.2	13.2	21.7	36.1	2.2	25,137	8,281	4,136	2,269	1,111	3,051	
Jefferson	114.3	.0456	29.5	13.9	18.3	18.3	21.7	39.1	839,703	153,709	87,510	89,323	46,337	212,067	33,946
Lewis	27.1	.0108	31.5	8.7	16.4	19.1	25.1	9.4	90,224	30,314	8,815	9,389	1,928	16,226	6,621
Otsego	60.8	.0242	33.2	15.9	12.9	19.6	28.1	21.8	478,694	92,995	51,673	41,205	8,036	120,444	11,804
St. Lawrence	111.7	.0445	30.8	16.0	14.6	18.8	25.1	37.9	685,965	184,442	60,631	57,186	29,262	177,413	37,645
Schoharie	32.1	.0128	33.7	13.4	13.7	20.4	27.8	11.4	154,562	47,298	8,814	10,648	6,177	33,639	6,277
Schuyler	18.7	.0074	34.9	8.4	14.6	21.5	28.3	6.8	98,702	14,155	11,980	2,883	1,902	43,484	1,351
Seneca	33.6	.0134	34.8	8.8	15.5	21.0	28.7	12.3	178,364	42,573	14,581	9,121	5,031	53,995	10,126
Steuben	99.3	.0396	34.5	8.5	14.9	20.4	28.9	37.4	589,656	179,059	50,146	54,138	35,055	107,875	25,560
Sullivan	69.9	.0279	34.9	9.0	16.2	21.5	28.5	24.8	512,964	154,072	33,832	29,381	11,123	81,079	16,246
Tompkins	94.6	.0377	27.4	26.1	16.8	18.9	18.4	33.5	643,548	149,374	64,711	74,636	30,665	136,108	21,437
Ulster	166.2	.0663	34.5	10.1	17.2	22.5	26.6	61.2	1,300,807	313,108	103,128	138,067	44,198	246,754	43,413
Wyoming	42.8	.0171	32.5	9.6	18.6	21.3	24.0	14.0	197,312	60,345	14,233	11,037	8,369	41,401	9,320
Yates	23.0	.0092	34.9	8.9	14.4	20.5	29.5	8.5	98,692	29,048	8,118	4,388	1,318	22,288	4,404
TOTAL METRO COUNTIES	**16,453.0**	**6.5600**	**34.1**	**10.5**	**17.5**	**21.4**	**27.0**	**6,091.6**	**114,317,940**	**23,898,156**	**12,204,561**	**11,628,086**	**7,284,614**	**19,577,374**	**4,545,647**
TOTAL STATE	**18,065.5**	**7.2029**	**34.0**	**10.7**	**17.2**	**21.3**	**27.0**	**6,668.4**	**124,478,903**	**26,457,007**	**13,098,126**	**12,571,604**	**7,672,056**	**21,748,773**	**4,959,793**

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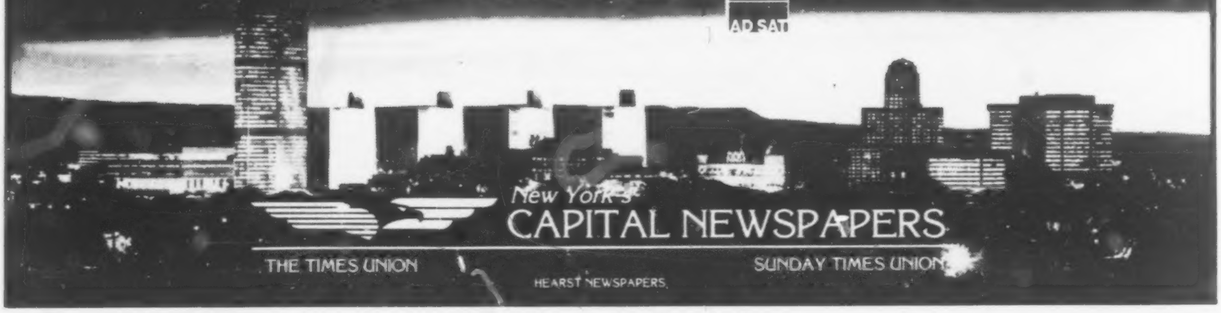

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EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ALBANY–SCHENECTADY–TROY	**13,612,194**	**30,420**	**18.8**	**25.3**	**19.3**	**23.6**	**.3816**
Albany	4,875,168	31,029	18.5	24.5	18.7	25.5	.1451
• Albany	1,484,343	23,181	24.0	24.7	14.3	17.5	.0482
Greene	547,441	24,074	24.1	26.9	17.2	14.1	.0165
Montgomery	669,613	25,062	22.9	27.8	19.0	13.8	.0188
Rensselaer	2,201,583	29,079	19.3	25.5	19.4	21.1	.0579
• Troy	676,229	22,053	24.4	24.6	14.6	14.8	.0198
Saratoga	2,921,803	34,136	16.5	25.3	21.4	27.2	.0782
Schenectady	2,396,586	30,466	18.9	25.2	19.1	23.8	.0651
• Schenectady	922,293	23,985	24.1	26.2	16.4	15.1	.0265
SUBURBAN TOTAL	10,529,329	33,286	17.0	25.2	21.0	26.3	.2871
BINGHAMTON	**4,041,791**	**30,046**	**20.0**	**25.7**	**18.7**	**23.6**	**.1116**
Broome	3,222,537	29,378	20.3	26.1	18.7	22.4	.0918
• Binghamton	748,263	22,201	26.7	24.9	14.9	14.8	.0239
Tioga	819,254	33,371	18.5	24.1	18.6	28.8	.0198
SUBURBAN TOTAL	3,293,528	32,531	18.0	26.0	19.8	26.1	.0877
BUFFALO	**13,697,931**	**28,022**	**19.4**	**25.8**	**19.4**	**18.8**	**.3854**
Erie	13,697,931	28,022	19.4	25.8	19.4	18.8	.3854
• Buffalo	3,867,145	19,227	24.7	24.0	13.5	11.0	.1072
SUBURBAN TOTAL	9,830,786	32,845	16.4	26.6	22.7	23.3	.2782
BUFFALO–NIAGARA FALLS CONSOLIDATED AREA	***16,602,765***	***27,863***	***19.6***	***26.2***	***19.6***	***18.1***	***.4686***
ELMIRA	**1,176,063**	**24,953**	**23.2**	**29.2**	**16.9**	**14.5**	**.0358**
Chemung	1,176,063	24,953	23.2	29.2	16.9	14.5	.0358
• Elmira	349,750	20,223	25.8	28.4	12.7	9.4	.0124
SUBURBAN TOTAL	826,313	27,705	21.8	29.6	19.2	17.5	.0234
GLENS FALLS	**1,502,813**	**26,067**	**22.5**	**28.8**	**17.9**	**16.0**	**.0483**
Warren	813,127	26,120	22.3	28.3	16.9	17.6	.0290
• Glens Falls	202,573	24,246	23.0	27.6	17.6	13.5	.0111
Washington	689,686	26,007	22.6	29.1	19.1	14.3	.0193
SUBURBAN TOTAL	1,300,240	26,379	22.3	28.9	18.0	16.4	.0372
JAMESTOWN–DUNKIRK	**1,685,496**	**23,749**	**24.0**	**29.4**	**16.4**	**12.1**	**.0495**
Chautauqua	1,685,496	23,749	24.0	29.4	16.4	12.1	.0495
• Dunkirk	174,681	22,664	22.3	25.8	15.7	13.8	.0056
• Jamestown	389,918	19,897	27.9	27.9	13.6	8.4	.0136
SUBURBAN TOTAL	1,120,897	25,455	22.6	30.6	17.7	13.4	.0303
NASSAU–SUFFOLK	**53,772,777**	**49,494**	**9.8**	**16.2**	**18.5**	**49.4**	**1.4095**
Nassau	29,084,633	53,505	8.8	14.8	17.1	53.7	.7576
Hempstead	701,048	35,103	15.0	23.4	15.7	34.4	.0233
Suffolk	24,688,144	46,216	10.8	17.5	20.1	45.1	.6519
SUBURBAN TOTAL	53,772,777	49,494	9.8	16.2	18.5	49.4	1.4095

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
NEW YORK	**137,187,875**	**27,895**	**18.8**	**22.2**	**15.6**	**25.6**	**3.4639**
Bronx	12,260,905	18,975	23.7	22.6	12.8	12.5	.3243
Kings	26,973,916	22,051	22.5	23.1	14.2	16.5	.6943
New York (Manhattan)	35,369,325	29,087	17.9	21.5	14.5	27.9	.9256
• New York City	109,701,643	25,774	20.0	23.0	15.4	21.5	2.8010
Putnam	1,597,349	46,829	10.8	17.0	20.2	45.8	.0376
Queens	28,614,343	29,721	18.5	24.8	18.4	23.7	.7003
Richmond	6,483,154	40,080	12.7	19.6	20.9	36.4	.1564
Rockland	5,490,261	52,942	9.3	14.7	16.9	53.2	.1306
Westchester	20,398,622	45,794	11.8	17.5	16.2	45.8	.4948
Mount Vernon	1,140,652	32,368	17.2	21.4	15.9	31.1	.0295
New Rochelle	1,523,517	41,462	13.5	18.9	16.6	40.9	.0376
• White Plains	1,141,828	40,312	13.3	20.4	15.5	40.5	.0394
Yonkers	3,640,757	38,189	14.6	20.1	17.8	36.2	.0883
SUBURBAN TOTAL	26,344,409	47,570	11.1	16.8	16.7	47.6	.6235
NEW YORK–NORTHERN NEW JERSEY–LONG ISLAND CONSOLIDATED AREA	[illegible]	[illegible]	***15.6***	***20.3***	***16.7***	***33.6***	***8.2775***
NIAGARA FALLS	**2,904,834**	**27,271**	**19.7**	**28.9**	**20.2**	**15.0**	**.0832**
Niagara	2,904,834	27,271	19.7	28.9	20.2	15.0	.0832
• Niagara Falls	777,998	22,908	22.5	27.6	16.7	11.1	.0229
SUBURBAN TOTAL	2,126,836	29,083	18.5	29.6	21.7	16.7	.0603
ORANGE COUNTY	**4,474,430**	**33,407**	**16.5**	**23.9**	**20.8**	**26.7**	**.1290**
Orange	4,474,430	33,407	16.5	23.9	20.8	26.7	.1290
SUBURBAN TOTAL	4,474,400	33,407	16.5	23.9	20.8	26.7	.1290
POUGHKEEPSIE	**4,495,936**	**38,897**	**14.5**	**20.9**	**20.3**	**35.1**	**.1206**
Dutchess	4,495,936	38,897	14.5	20.9	20.3	35.1	.1206
• Poughkeepsie	438,828	24,384	23.4	21.9	15.5	19.9	.0184
SUBURBAN TOTAL	4,057,108	40,736	13.2	20.8	21.0	37.4	.1022
ROCHESTER	**15,703,107**	**32,561**	**17.0**	**24.4**	**20.2**	**25.9**	**.4314**
Livingston	792,936	28,621	20.0	28.8	20.4	17.9	.0219
Monroe	11,742,593	33,596	16.1	23.4	19.8	28.0	.3221
• Rochester	3,007,978	23,081	22.3	25.5	15.8	14.6	.0859
Ontario	1,404,550	31,424	18.4	27.1	22.0	21.6	.0418
Orleans	561,292	30,581	20.1	24.4	20.8	22.6	.0142
Wayne	1,301,746	29,791	19.0	27.7	20.6	19.9	.0314
SUBURBAN TOTAL	12,695,129	35,794	15.2	24.0	21.7	29.7	.3455
SYRACUSE	**9,462,606**	**29,574**	**19.2**	**25.8**	**19.8**	**21.3**	**.2685**
Madison	862,338	27,197	21.6	28.3	19.0	16.9	.0238
Onondaga	6,999,085	30,036	18.9	25.4	19.8	22.1	.2016
• Syracuse	2,034,045	21,449	25.0	25.1	15.0	12.9	.0616
Oswego	1,601,183	29,157	19.1	26.5	19.9	20.5	.0431
SUBURBAN TOTAL	7,428,561	32,626	17.1	26.1	21.5	24.4	.2069

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N.Y. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
UTICA–ROME	**3,997,878**	**25,666**	**21.9**	**28.7**	**17.9**	**15.2**	**.1166**
Herkimer	798,771	24,602	23.3	30.1	17.3	12.6	.0226
Oneida	3,199,107	25,973	21.6	28.2	18.1	15.9	.0940
• Rome	529,404	24,616	23.1	30.4	16.5	14.2	.0163
• Utica	824,973	20,707	24.8	26.3	14.5	10.8	.0242
SUBURBAN TOTAL	2,643,501	27,875	20.5	29.2	19.5	17.2	.0761
OTHER COUNTIES							
Allegany	453,723	19,528	28.5	31.2	11.7	5.8	.0137
Cattaraugus	941,722	23,250	24.5	29.2	16.7	11.2	.0276
Cayuga	941,194	24,945	22.7	29.3	17.6	13.4	.0273
Chenango	626,302	24,282	25.6	29.4	18.4	12.0	.0176
Clinton	950,992	23,003	26.0	29.2	15.8	11.9	.0307
Columbia	842,851	26,056	23.9	27.9	17.5	16.5	.0231
Cortland	555,943	23,751	24.0	29.0	17.2	11.9	.0177
Delaware	544,477	22,711	25.8	30.5	15.4	10.8	.0175
Essex	427,913	23,007	25.2	28.5	16.3	11.9	.0135
Franklin	495,942	20,922	27.9	26.0	15.2	10.8	.0153
Fulton	650,066	23,260	24.2	30.5	15.5	11.4	.0189
Genesee	698,914	25,584	22.4	31.3	18.4	12.2	.0209
Hamilton	61,153	20,778	30.3	31.4	12.3	8.5	.0017
Jefferson	1,149,446	21,697	25.9	28.6	15.0	10.3	.0396
Lewis	282,848	23,070	24.7	32.4	15.0	9.7	.0077
Otsego	786,708	25,457	23.8	27.7	16.8	16.7	.0240
St. Lawrence	1,170,137	21,930	24.9	26.7	15.8	11.5	.0370
Schoharie	365,369	23,557	25.2	29.5	16.6	11.6	.0103
Schuyler	245,235	27,879	22.0	30.3	20.7	16.3	.0067
Seneca	465,187	28,757	20.9	28.8	20.7	18.2	.0122
Steuben	1,169,793	23,219	24.7	29.5	16.2	12.0	.0345
Sullivan	925,454	25,765	23.7	25.9	17.4	17.4	.0273
Tompkins	1,424,520	28,747	19.9	25.6	17.1	24.0	.0386
Ulster	2,454,865	29,230	20.0	24.8	18.1	23.6	.0699
Wyoming	475,476	26,468	21.1	31.6	19.3	13.7	.0135
Yates	230,916	19,575	28.2	29.1	11.7	8.1	.0067
TOTAL METRO COUNTIES	**267,715,731**	**31,101**	**17.5**	**22.4**	**17.3**	**27.5**	**7.8849**
TOTAL STATE	**287,052,877**	**30,330**	**18.1**	**22.9**	**17.2**	**26.3**	**7.6084**

North Carolina

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
ASHEVILLE	**175.9**	**.0701**	**37.0**	**9.2**	**15.3**	**22.2**	**30.9**	**71.3**
Buncombe	175.9	.0701	37.0	9.2	15.3	22.2	30.9	71.3
• Asheville	62.0	.0247	38.2	9.5	15.1	20.4	34.4	27.2
SUBURBAN TOTAL	113.9	.0454	36.4	9.0	15.3	23.3	29.0	44.1
BURLINGTON	**109.0**	**.0434**	**35.7**	**11.2**	**15.6**	**21.2**	**29.9**	**43.0**
Alamance	109.0	.0434	35.7	11.2	15.6	21.2	29.9	43.0
• Burlington	39.8	.0159	37.1	9.8	15.6	20.0	32.9	16.8
SUBURBAN TOTAL	69.2	.0275	35.0	12.0	15.6	21.8	28.3	26.2

RETAIL SALES BY STORE GROUP

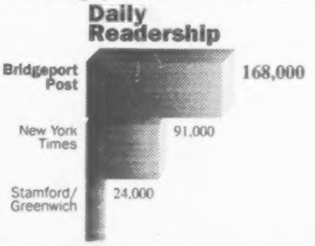
METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ASHEVILLE	**1,352,789**	**284,018**	**147,296**	**180,292**	**81,600**	**238,072**	**47,853**
Buncombe	1,352,789	284,018	147,296	180,292	81,600	238,072	47,853
• Asheville	969,580	156,962	104,377	160,743	60,579	172,176	32,165
SUBURBAN TOTAL	383,209	127,056	42,919	19,549	21,021	65,896	15,688
BURLINGTON	**924,502**	**173,549**	**73,995**	**84,034**	**50,391**	**204,022**	**36,676**
Alamance	924,502	173,549	73,995	84,034	50,391	204,022	36,676
• Burlington	662,798	104,395	53,215	81,853	40,509	149,701	24,573
SUBURBAN TOTAL	261,704	69,154	20,780	2,181	9,882	54,321	12,103

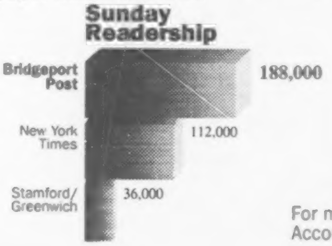
FAIRFIELD COUNTY, CONNECTICUT

Source: Sales & Marketing Management, Data Service 1989— **#1 market in U.S. in per capita EBI with $20,246**

The Upscale Market in the NY ADI:
Fairfield County contains 4.5% of the ADI's adult population, but **6.2%** of those with $50,000+ Household Income and **7.4%** of those whose occupation is Executive/Administration/Managerial.

The Bridgeport Post is the dominant paper within this area.





Source: Scarborough, 1990

Are You Missing the Heart of Fairfield County?
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For more information, contact Paul Ward, National Marketing/Major Accounts Manager at 203.**330.6200**, x. 303 or **FAX** 203.**366.3373**.
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POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
CHARLOTTE–GASTONIA–ROCK HILL	1,181.4	.4710	32.9	10.9	18.1	22.1	24.0	448.3
Cabarrus	99.9	.0399	34.7	9.9	16.2	22.1	27.4	37.9
• Kannapolis	30.0	.0120	36.7	10.0	16.1	17.7	33.2	12.1
Gaston	176.0	.0702	33.6	10.6	16.2	21.5	26.2	65.7
• Gastonia	55.0	.0219	34.1	10.0	15.9	20.3	28.3	21.1
Lincoln	51.1	.0204	34.0	10.1	16.5	22.4	26.0	19.1
Mecklenburg	523.9	.2088	32.1	11.3	20.4	22.7	21.3	205.2
• Charlotte	405.6	.1617	32.2	10.7	20.6	22.4	21.9	162.9
Rowan	111.4	.0444	35.3	9.8	15.8	20.6	29.9	42.8
Union	85.5	.0340	32.0	10.9	16.6	22.5	22.5	29.8
York, S. C.	*133.6*	*.0533*	*32.3*	*11.8*	*16.5*	*21.7*	*23.9*	*47.8*
• *Rock Hill*	*42.3*	*.0169*	*29.7*	*17.1*	*16.9*	*17.6*	*23.4*	*14.9*
SUBURBAN TOTAL	648.5	.2585	33.3	10.7	16.8	22.6	24.6	237.3
FAYETTEVILLE	275.8	.1100	27.4	16.9	20.0	18.4	16.5	92.0
Cumberland	275.8	.1100	27.4	16.9	20.0	18.4	16.5	92.0
• Fayetteville	76.0	.0303	31.3	13.6	17.8	19.3	24.2	29.8
SUBURBAN TOTAL	199.8	.0797	26.2	18.1	20.8	18.1	13.5	62.2
GREENSBORO–WINSTON-SALEM–HIGH POINT	949.6	.3787	34.1	11.1	17.1	22.2	26.3	375.2
Davidson	127.8	.0510	34.6	9.9	16.6	22.5	26.9	49.4
Davie	28.1	.0112	36.5	8.9	15.1	23.5	28.9	10.9
Forsyth	267.8	.1068	34.0	10.9	[illegible]	22.0	26.3	108.2
• Winston-Salem	144.5	.0576	33.4	12.8	18.0	19.8	27.4	60.3
Guilford	349.9	.1395	33.5	12.3	17.2	21.9	25.6	138.7
• Greensboro	184.8	.0737	32.4	15.0	18.1	21.0	24.3	75.4
• High Point	70.0	.0279	33.8	10.9	16.8	20.5	27.4	27.7

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
CHARLOTTE–GASTONIA–ROCK HILL	8,769,068	1,645,720	847,554	910,682	486,042	2,100,149	355,505
Cabarrus	686,470	134,324	48,657	81,996	40,498	177,293	28,040
• Kannapolis	112,796	26,186	4,729	73	15,466	27,323	3,888
Gaston	1,162,560	256,938	93,859	143,743	47,773	292,302	56,850
• Gastonia	777,181	140,713	63,775	126,339	30,187	197,681	32,616
Lincoln	263,435	54,997	20,722	12,609	10,448	51,663	13,377
Mecklenburg	4,792,442	791,511	511,665	496,473	292,075	1,164,712	172,485
• Charlotte	4,149,662	620,313	422,834	447,263	256,424	1,097,112	143,599
Rowan	545,325	123,057	53,292	49,092	21,926	111,247	27,878
Union	447,109	93,210	32,961	52,131	23,455	119,923	17,817
York, S. C.	*871,727*	*191,683*	*86,398*	*74,638*	*49,867*	*183,009*	*39,058*
• *Rock Hill*	*518,568*	*110,061*	*50,066*	*68,919*	*29,030*	*92,374*	*20,796*
SUBURBAN TOTAL	3,210,861	748,447	306,150	268,088	154,935	685,659	154,606
FAYETTEVILLE	1,720,790	297,158	155,852	266,310	125,123	373,852	49,604
Cumberland	1,720,790	297,158	155,852	266,310	125,123	373,852	49,604
• Fayetteville	1,171,987	173,721	110,887	213,189	70,338	280,110	36,581
SUBURBAN TOTAL	548,803	123,437	44,965	53,121	54,785	93,742	13,023
GREENSBORO–WINSTON-SALEM–HIGH POINT	7,251,632	1,253,499	687,445	750,933	580,951	1,503,006	291,387
Davidson	610,021	141,798	52,941	39,280	26,632	128,649	29,201
Davie	110,635	33,731	7,743	2,150	8,657	19,877	7,744
Forsyth	2,454,546	394,602	234,490	271,694	157,321	625,860	97,151
• Winston-Salem	1,947,705	271,544	188,830	255,013	130,426	498,176	67,007
Guilford	3,333,879	505,743	342,343	388,750	358,768	581,942	120,200
• Greensboro	2,285,893	347,799	238,786	299,230	196,512	378,100	82,706
• High Point	727,642	57,115	75,734	70,039	149,353	185,948	27,343

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POPULATION

RETAIL SALES BY STORE GROUP

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Randolph	107.8	.0430	34.4	9.8	17.0	22.4	26.5	41.6	506,076	109,163	35,165	42,049	33,109	92,500	20,117
Stokes	37.5	.0150	34.4	9.9	16.5	23.2	25.8	14.2	103,982	36,678	6,732	5,174	1,904	12,975	7,518
Yadkin	30.7	.0122	36.8	9.2	15.6	21.9	30.7	12.2	132,493	31,784	8,031	1,836	2,560	41,203	9,456
SUBURBAN TOTAL	550.3	.2195	35.0	9.4	16.7	23.4	26.6	211.8	2,290,392	577,041	184,095	126,651	112,660	440,782	114,331
HICKORY–MORGANTON	**223.4**	**.0891**	**34.7**	**10.2**	**16.2**	**22.5**	**27.0**	**85.8**	**1,601,838**	**324,676**	**144,732**	**156,477**	**100,452**	**369,741**	**66,745**
Alexander	27.8	.0111	34.0	10.2	16.8	22.8	25.5	10.4	107,994	20,143	7,174	1,748	9,122	16,153	7,580
Burke	76.1	.0303	35.3	10.1	15.8	22.1	28.3	29.3	419,352	116,128	31,520	22,290	21,194	108,561	20,210
• Morganton	15.2	.0061	38.7	9.0	15.7	21.6	34.0	6.1	278,405	66,196	23,440	15,986	14,591	77,146	12,737
Catawba	119.5	.0477	34.4	10.3	16.5	22.6	26.5	46.1	1,074,492	188,405	106,038	132,439	70,136	245,027	38,953
• Hickory	28.6	.0114	34.5	12.9	17.2	20.4	28.7	11.9	703,910	105,978	56,706	104,431	52,738	181,681	20,463
SUBURBAN TOTAL	179.6	.0716	34.4	9.9	16.3	22.9	26.1	67.8	619,523	152,502	64,586	36,060	33,123	110,914	33,543
JACKSONVILLE	**151.5**	**.0604**	**24.5**	**27.3**	**21.8**	**14.7**	**11.6**	**41.3**	**744,716**	**127,648**	**81,920**	**93,604**	**48,566**	**184,039**	**19,392**
Onslow	151.5	.0604	24.5	27.3	21.8	14.7	11.6	41.3	744,716	127,648	81,920	93,604	48,566	184,039	19,392
• Jacksonville	30.3	.0121	27.9	14.5	20.3	17.3	18.2	11.0	477,093	58,036	41,368	87,394	25,846	124,092	12,244
SUBURBAN TOTAL	121.2	.0483	24.1	30.5	22.2	14.0	10.0	30.3	267,623	69,612	40,552	6,210	22,720	59,947	7,148
RALEIGH–DURHAM	**750.2**	**.2991**	**31.4**	**14.1**	**20.4**	**22.8**	**19.9**	**293.7**	**6,093,748**	**1,076,394**	**985,503**	**652,473**	**325,039**	**1,235,153**	**224,605**
Durham	184.0	.0733	31.8	13.3	20.0	22.0	21.7	73.2	1,392,829	262,700	145,000	188,486	77,256	291,801	57,433
• Durham	138.2	.0551	30.9	15.1	21.2	20.2	21.2	56.7	1,192,736	238,406	125,774	168,115	58,477	236,460	51,806
Franklin	36.9	.0147	33.9	10.7	16.8	21.1	27.0	13.7	121,801	32,180	10,187	4,798	794	24,404	7,538
Orange	95.2	.0380	29.4	22.4	19.0	20.7	18.6	36.7	606,771	161,749	63,324	29,937	17,021	99,830	24,863
• Chapel Hill	39.3	.0157	25.0	35.9	17.2	16.1	16.5	14.0	384,614	89,260	48,290	20,902	10,530	75,324	15,989
Wake	434.1	.1731	31.5	12.9	21.1	23.7	18.9	170.1	3,972,347	619,765	766,992	429,252	229,968	819,118	134,711
Cary	45.0	.0179	31.2	9.0	23.4	26.8	14.2	17.3	269,252	66,530	32,173	39,521	27,230	9,615	11,469
• Raleigh	213.2	.0850	30.7	17.4	22.2	21.3	19.2	88.0	2,894,766	365,363	662,343	317,860	117,493	705,011	83,986
SUBURBAN TOTAL	359.5	.1433	32.8	9.4	19.2	25.4	20.3	135.0	1,621,632	383,365	149,096	145,596	138,539	218,358	72,824
WILMINGTON	**121.4**	**.0484**	**34.0**	**12.3**	**16.3**	**22.3**	**26.1**	**48.6**	**1,099,893**	**212,836**	**127,685**	**151,497**	**62,712**	**230,448**	**41,757**
New Hanover	121.4	.0484	34.0	12.3	16.3	22.3	26.1	48.6	1,099,893	212,836	127,685	151,497	62,712	230,448	41,757
• Wilmington	56.0	.0223	33.1	15.1	15.9	18.5	28.5	23.8	753,301	115,725	94,345	109,013	49,440	145,445	34,962
SUBURBAN TOTAL	65.4	.0261	34.8	9.9	16.6	25.6	24.1	24.8	346,592	97,111	33,340	42,484	13,272	85,003	6,795
OTHER COUNTIES															
Alleghany	9.6	.0038	39.8	7.8	14.0	20.6	35.9	3.9	49,508	12,986	3,327	654	270	9,510	2,809
Anson	23.4	.0094	34.3	9.4	14.3	20.0	29.1	8.5	96,787	32,341	5,697	2,654	3,810	22,303	6,383
Ashe	22.3	.0088	38.7	8.6	14.2	21.3	34.1	8.9	130,939	27,771	8,015	9,387	4,406	41,106	6,853
Avery	14.9	.0060	35.2	13.1	13.8	21.2	29.1	5.5	84,909	18,790	9,490	12,473	4,039	8,120	4,864
Beaufort	42.4	.0169	35.9	8.4	14.2	21.1	30.2	16.2	247,327	45,400	27,020	25,828	8,444	53,119	9,707
Bertie	20.3	.0081	33.4	8.5	15.1	18.3	29.3	7.4	57,747	17,501	1,299	1,728	500	12,489	3,107
Bladen	28.6	.0114	35.0	9.1	14.1	21.2	28.9	10.7	112,061	26,006	6,638	7,123	4,363	19,504	8,183
Brunswick	52.1	.0208	37.3	8.4	14.6	20.5	32.7	20.5	239,852	67,640	26,326	18,292	5,095	23,547	15,477
Caldwell	71.0	.0283	34.8	10.4	16.2	22.4	27.3	27.3	423,398	95,970	28,990	37,821	53,314	89,687	22,232
Camden	6.0	.0024	35.9	8.4	15.8	21.2	30.1	2.2	7,943	3,203	309	655	516	269	99
Carteret	53.2	.0212	36.1	9.1	16.6	21.3	30.4	21.5	391,316	116,387	41,553	40,717	20,095	68,759	15,249
Caswell	20.7	.0082	35.9	9.0	15.6	22.1	29.3	7.5	27,524	8,417	883	1,467	543	4,846	3,192
Chatham	39.1	.0156	36.3	8.5	16.7	23.4	28.8	15.4	147,279	43,924	13,379	4,268	5,013	37,071	6,219
Cherokee	20.4	.0081	39.2	8.6	12.7	20.6	35.3	8.1	139,340	46,397	10,905	23,335	7,048	11,618	6,072
Chowan	13.6	.0054	36.6	7.5	13.8	19.7	32.7	5.1	76,019	21,863	6,918	5,783	2,240	16,401	4,281
Clay	7.2	.0029	40.2	7.3	12.3	20.9	36.8	2.9	25,898	6,802	782	1,254	888	6,621	3,477
Cleveland	85.0	.0339	34.8	10.3	15.2	21.5	28.3	32.1	552,073	129,666	41,282	56,710	18,963	130,280	23,079
Columbus	49.6	.0198	34.4	8.7	14.6	20.7	28.4	18.5	277,629	69,789	15,775	23,595	7,961	50,308	14,565
Craven	82.2	.0327	30.5	13.1	17.7	18.5	23.6	29.8	541,842	107,422	42,130	70,330	23,030	121,685	21,281
Currituck	13.9	.0055	34.4	8.1	17.4	21.7	27.2	5.1	73,988	10,421	1,646	2,196	2,181	13,728	1,476
Dare	23.6	.0094	35.3	8.0	19.1	22.9	27.5	9.7	296,211	81,506	48,072	27,564	11,227	16,334	8,393
Duplin	40.0	.0160	34.4	9.3	15.1	20.2	28.9	14.9	182,651	55,349	10,958	12,979	8,038	33,465	9,482
Edgecombe	56.7	.0226	32.5	9.4	15.9	20.7	25.4	20.4	208,111	65,453	13,093	15,615	10,159	38,508	12,264
Gates	9.4	.0037	34.4	9.0	16.5	19.6	29.3	3.4	29,429	10,757	855	874	66	8,172	3,188
Graham	7.2	.0029	37.2	9.9	13.2	20.7	32.4	2.8	23,357	8,261	2,183	907	208	2,893	2,235
Granville	38.8	.0155	34.1	9.5	17.8	21.9	26.6	13.3	167,580	51,529	12,355	9,605	3,463	36,677	10,519
Greene	15.3	.0061	33.6	9.0	17.3	21.0	26.5	5.4	37,221	9,122	2,942	932	2,690	7,247	6,598
Halifax	55.7	.0222	33.7	9.0	15.1	19.5	28.6	20.4	315,660	79,972	22,889	44,127	18,827	38,749	19,219
Harnett	68.6	.0273	31.6	13.3	16.6	19.4	25.0	25.5	275,858	70,498	16,953	32,901	11,075	42,493	15,920
Haywood	46.9	.0187	39.9	8.6	13.5	21.1	36.0	19.2	338,047	72,791	24,982	25,708	11,509	86,827	16,982
Henderson	70.1	.0280	40.8	7.4	13.3	20.4	37.8	29.1	565,322	96,942	41,344	52,735	15,371	181,019	23,145
Hertford	22.4	.0089	33.7	10.4	14.1	19.2	28.9	8.1	150,429	43,120	9,346	12,909	2,537	19,773	9,087
Hoke	23.1	.0092	29.6	11.3	17.3	19.2	21.4	7.5	54,988	29,366	2,913	4,259	737	1,992	3,876
Hyde	5.4	.0022	36.0	8.8	14.5	19.8	31.5	2.1	27,096	9,168	3,677	3,456	271	4,597	237
Iredell	93.9	.0374	34.9	9.7	16.2	21.5	28.3	35.9	591,266	119,153	55,200	49,320	22,271	125,698	28,385
Jackson	27.0	.0108	33.3	19.1	12.5	20.0	27.9	9.7	135,741	45,888	12,342	7,569	4,400	17,706	7,441
Johnston	82.1	.0327	34.4	9.5	16.5	22.2	26.9	31.9	516,769	110,476	40,792	26,777	37,358	138,169	21,944
Jones	9.4	.0038	34.3	8.4	16.0	19.6	29.2	3.5	23,091	9,190	569	131	101	7,132	60
Lee	41.7	.0166	34.3	9.0	16.1	21.3	27.5	15.8	393,468	77,234	29,447	33,528	17,206	131,984	13,127
Lenoir	57.2	.0228	34.8	9.0	15.1	21.2	28.6	21.9	410,820	89,900	31,193	50,437	15,894	87,453	16,471
McDowell	35.7	.0142	35.9	9.6	15.0	21.5	29.8	13.7	184,710	51,711	17,146	14,942	4,229	37,913	10,897
Macon	23.7	.0094	42.8	7.2	12.1	20.0	40.7	9.9	155,556	44,625	16,086	12,844	5,407	11,866	6,987
Madison	16.9	.0068	37.0	12.0	13.1	20.9	32.0	6.5	43,079	13,822	3,090	3,288	581	5,498	3,744
Martin	25.0	.0100	34.8	9.0	14.6	20.4	29.2	9.3	136,436	28,785	12,498	13,468	4,350	21,735	8,662

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Mitchell	14.5	.0058	39.2	8.2	14.0	21.3	34.8	5.8
Montgomery	23.5	.0094	33.8	10.2	15.9	20.8	27.2	8.3
Moore	59.9	.0239	38.9	7.9	14.2	18.6	36.6	24.2
Nash	77.3	.0308	33.9	9.6	16.4	22.2	26.1	29.3
Rocky Mount	49.4	.0197	32.9	9.2	16.3	20.3	25.8	19.0
Northampton	20.6	.0082	36.5	8.3	14.4	19.3	32.8	7.5
Pamlico	11.4	.0045	38.4	7.5	13.6	20.2	34.7	4.5
Pasquotank	31.5	.0126	32.2	11.2	16.1	19.0	26.5	11.5
Pender	29.4	.0117	36.1	8.6	15.0	21.5	30.1	11.3
Perquimans	10.6	.0042	37.9	7.7	13.8	18.6	35.1	4.0
Person	30.4	.0121	34.9	8.9	16.5	21.0	28.8	11.5
Pitt	109.4	.0437	29.6	17.6	17.3	19.5	21.2	41.1
Greenville	45.6	.0182	25.7	28.9	16.1	16.7	18.3	17.3
Polk	14.5	.0057	43.4	7.1	12.3	19.5	41.6	6.1
Richmond	44.5	.0178	34.2	10.1	14.4	20.3	28.6	16.8
Robeson	105.7	.0421	30.3	11.0	15.4	19.9	22.8	36.3
Rockingham	86.4	.0345	35.6	9.4	15.7	21.7	29.4	33.6
Rutherford	57.2	.0228	35.8	9.8	14.5	20.3	30.8	22.3
Sampson	47.3	.0188	34.8	9.1	14.6	20.6	29.2	17.5
Scotland	34.0	.0136	31.4	11.2	14.3	21.6	23.3	11.9
Stanly	52.0	.0207	35.0	10.3	15.0	20.7	29.2	19.8
Surry	61.9	.0247	36.4	9.8	15.0	21.3	30.8	24.3
Swain	11.3	.0045	35.5	9.5	14.2	20.2	30.5	4.2
Transylvania	25.7	.0102	38.3	10.2	13.4	19.3	35.0	10.0
Tyrrell	3.9	.0016	35.6	7.4	14.1	18.5	32.3	1.5
Vance	39.1	.0156	33.1	10.5	15.5	20.5	26.5	14.2
Warren	17.3	.0069	37.4	8.0	13.3	19.1	34.2	6.3
Washington	14.0	.0056	34.0	9.3	14.1	20.8	27.8	5.1
Watauga	37.2	.0148	28.0	28.6	13.3	18.2	22.4	13.8
Wayne	105.2	.0420	32.0	10.6	18.6	20.7	23.7	37.1
Goldsboro	40.9	.0163	30.6	11.9	22.2	18.1	22.2	13.5
Wilkes	59.6	.0237	35.4	9.7	16.1	22.4	28.1	23.1
Wilson	66.4	.0265	33.9	10.3	15.2	21.5	26.7	25.2
Yancey	15.5	.0062	38.1	8.9	14.0	21.6	33.1	6.2
TOTAL METRO COUNTIES	**3,804.6**	**1.5169**	**32.4**	**12.6**	**18.3**	**21.7**	**23.5**	**1,451.4**
TOTAL STATE	**6,693.1**	**2.6685**	**33.2**	**11.6**	**17.1**	**21.3**	**25.6**	**2,542.7**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Mitchell	77,701	22,846	6,450	475	2,795	17,099	4,890
Montgomery	103,527	27,500	8,474	3,936	3,956	19,177	5,664
Moore	410,262	91,615	28,470	26,298	12,117	106,279	21,145
Nash	666,322	114,173	61,883	97,957	26,930	172,760	21,518
Rocky Mount	554,484	91,390	52,054	83,260	26,547	124,087	21,470
Northampton	54,165	14,290	887	617	84	6,096	1,923
Pamlico	32,493	16,082	2,741	1,794	88	5,686	1,088
Pasquotank	283,646	63,297	16,430	26,801	9,473	64,851	7,788
Pender	75,530	26,926	3,179	3,402	1,289	12,586	4,397
Perquimans	30,251	7,860	4,680	1,604	233	9,387	1,773
Person	168,430	49,911	12,897	9,901	6,568	40,848	7,742
Pitt	859,163	174,079	74,482	81,499	31,031	227,930	24,084
Greenville	705,197	119,155	64,659	77,025	27,683	193,310	17,785
Polk	54,597	16,346	4,233	2,707	940	8,161	2,410
Richmond	255,143	62,697	20,509	41,010	11,710	33,702	11,782
Robeson	575,131	126,978	45,314	38,751	23.169	114,901	29,761
Rockingham	468,305	124,061	36,754	33,300	26,323	93,887	27,923
Rutherford	370,423	76,104	23,758	40,376	17,090	117,927	16,247
Sampson	209,357	50,353	15,665	26,346	5,857	41,339	12,429
Scotland	182,343	44,659	20,070	25,499	8,153	33,813	9,083
Stanly	308,858	79,535	19,853	30,216	8,597	61,807	15,318
Surry	495,848	113,180	28,663	45,125	27,896	108,196	22.356
Swain	64,404	18,255	10,622	1,588	421	6,921	3,370
Transylvania	125,446	39,057	8,209	8,416	2,546	22,417	7,704
Tyrrell	12,640	5,012	760	733	119	2,056	116
Vance	307,697	63,642	19,401	32,289	12,133	58,133	10,909
Warren	33,136	13,651	1,542	1,194	1,305	3,288	2,539
Washington	59,864	19,142	5,558	994	2,110	9,421	3,482
Watauga	298,777	60,179	32,745	39,542	14,092	59,787	10,733
Wayne	609,725	121,929	41,946	78,341	34,776	135,223	20,659
Goldsboro	397,772	72,168	29,186	71,025	27,420	83,623	15,114
Wilkes	338,322	82,628	22,154	30,610	9,516	60,150	15,715
Wilson	490.091	88,621	41,503	58,012	16,865	155,810	20,028
Yancey	80,855	21,524	5,659	4,954	449	16,257	3,286
TOTAL METRO COUNTIES	**28,687,249**	**5,203,815**	**3,165,584**	**3,171,664**	**1,819,009**	**6,255,473**	**1,094,464**
TOTAL STATE	**45,755,966**	**9,223,261**	**4,514,364**	**4,769,096**	**2,518,334**	**9,926,239**	**1,879,794**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ASHEVILLE	**2,189,728**	**23,077**	**24.1**	**28.6**	**15.9**	**12.4**	**.0678**
Buncombe	2,189,728	23,077	24.1	28.6	15.9	12.4	.0678
• Asheville	787,032	20,130	26.1	25.7	13.1	11.5	.0323
SUBURBAN TOTAL	1,402,696	24,756	22.8	30.6	17.5	12.9	.0355
BURLINGTON	**1,318,377**	**24,012**	**23.7**	**29.7**	**17.5**	**11.6**	**.0429**
Alamance	1,318,377	24,012	23.7	29.7	17.5	11.6	.0429
• Burlington	515,894	23,159	24.0	28.1	16.1	12.4	.0215
SUBURBAN TOTAL	802,483	24,559	23.5	30.3	18.5	11.2	.0214
CHARLOTTE–GASTONIA–ROCK HILL	**15,830,970**	**27,374**	**20.6**	**28.7**	**18.8**	**17.5**	**.4657**
Cabarrus	1,241,990	26,127	22.4	29.6	19.2	13.6	.0370
• Kannapolis	355,438	23,595	24.7	31.1	16.9	10.0	.0093
Gaston	2,170,747	26,184	21.4	30.4	19.5	13.6	.0643
• Gastonia	687,755	24,067	23.4	27.3	16.6	14.3	.0271
Lincoln	652,042	27,705	18.6	32.5	19.4	16.0	.0178
Mecklenburg	7,829,077	29,027	19.6	26.6	18.5	21.8	.2332
• Charlotte	6,033,164	27,679	20.4	27.5	17.5	20.4	.1874
Rowan	1,304,721	24,063	23.8	32.3	17.1	10.2	.0365
Union	1,016,104	26,893	20.8	30.0	19.4	14.8	.0287
York, S. C.	*1,616,289*	*27,306*	*20.1*	*29.1*	*19.6*	*16.1*	*.0482*
• *Rock Hill*	*448,147*	*23,256*	*23.7*	*27.8*	*16.7*	*12.4*	*.0184*
SUBURBAN TOTAL	8,306,466	27,983	20.0	29.7	20.1	16.5	.2235

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
FAYETTEVILLE	**2,948,844**	**21,697**	**28.2**	**29.2**	**14.7**	**10.2**	**.0927**
Cumberland	2,948,844	21,697	28.2	29.2	14.7	10.2	.0927
• Fayetteville	888,189	20,394	25.2	23.5	13.5	13.8	.0382
SUBURBAN TOTAL	2,060,655	22,177	29.7	31.8	15.3	8.5	.0545
GREENSBORO–WINSTON-SALEM–HIGH POINT	**13,135,363**	**26,410**	**21.4**	**28.0**	**17.8**	**17.3**	**.3838**
Davidson	1,533,371	24,338	23.6	31.0	17.5	11.6	.0422
Davie	361,972	25,784	21.6	27.5	18.6	15.6	.0093
Forsyth	3,912,429	27,294	20.5	26.2	17.9	19.5	.1179
• Winston-Salem	2,056,290	23,185	23.3	25.5	13.9	17.0	.0732
Guilford	5,205,133	27,504	21.0	26.8	17.5	20.2	.1577
• Greensboro	2,824,484	26,671	21.5	26.9	16.5	20.1	.0931
• High Point	927,036	23,446	24.9	26.4	15.2	15.4	.0309
Randolph	1,277,408	24,581	23.3	32.9	17.1	11.3	.0353
Stokes	496,651	29,068	18.6	27.1	21.3	17.8	.0118
Yadkin	348,399	22,218	24.1	27.4	16.6	10.2	.0096
SUBURBAN TOTAL	7,327,553	27,645	20.5	29.2	19.6	16.7	.1866
HICKORY–MORGANTON	**2,806,496**	**25,404**	**23.5**	**31.6**	**18.3**	**12.5**	**.0846**
Alexander	295,737	22,884	25.7	33.3	16.5	7.5	.0083
Burke	877,808	23,069	26.0	32.7	16.3	8.9	.0256
• Morganton	193,401	20,762	27.8	27.8	13.1	11.2	.0086

METRO & COUNTY TOTALS

N.C. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Catawba	1,632,951	27,810	21.5	30.6	19.9	15.9	.0507
• Hickory	423,283	23,865	25.2	27.5	13.5	17.2	.0200
SUBURBAN TOTAL	2,189,812	26,069	22.9	32.6	19.6	11.8	.0560
JACKSONVILLE	**1,234,297**	**17,221**	**36.6**	**26.9**	**9.4**	**5.2**	**.0422**
Onslow	1,234,297	17,221	36.6	26.9	9.4	5.2	.0422
• Jacksonville	294,536	20,551	30.3	31.1	12.6	7.8	.0146
SUBURBAN TOTAL	939,761	16,116	38.7	25.5	8.2	4.3	.0276
RALEIGH–DURHAM	**11,460,063**	**29,499**	**19.2**	**25.2**	**18.5**	**23.2**	**.3247**
Durham	2,834,827	28,615	19.3	24.7	17.8	23.2	.0783
• Durham	1,982,232	24,228	22.7	25.9	15.6	17.2	.0591
Franklin	391,132	21,066	24.5	25.7	15.1	11.6	.0106
Orange	1,262,974	23,565	24.2	26.2	14.4	16.8	.0356
• Chapel Hill	571,956	24,632	23.8	22.7	12.0	24.1	.0177
Wake	6,971,130	32,128	17.7	25.1	20.0	25.5	.2002
Cary	861,834	42,780	9.8	21.8	24.8	38.6	.0204
• Raleigh	3,538,040	29,271	19.9	25.4	17.1	24.4	.1156
SUBURBAN TOTAL	5,367,835	32,654	16.8	25.0	21.3	24.9	.1323
WILMINGTON	**1,445,557**	**22,390**	**23.3**	**27.9**	**15.0**	**11.9**	**.0486**
New Hanover	1,445,557	22,390	23.3	27.9	15.0	11.9	.0486
• Wilmington	578,340	15,688	27.4	22.5	8.4	9.0	.0252
SUBURBAN TOTAL	867,217	28,497	19.4	33.2	21.3	14.7	.0234
OTHER COUNTIES							
Alleghany	86,545	16,254	31.4	27.8	5.3	6.2	.0028
Anson	201,956	18,106	27.4	28.3	10.6	6.0	.0064
Ashe	206,923	17,146	29.8	27.5	10.1	5.1	.0068
Avery	135,396	17,756	32.6	27.4	10.9	5.6	.0046
Beaufort	413,641	18,741	26.6	26.2	12.3	8.4	.0134
Bertie	180,131	16,688	28.1	24.9	10.3	7.0	.0052
Bladen	236,839	16,006	29.5	24.2	9.8	5.0	.0075
Brunswick	537,909	20,068	24.3	28.1	13.8	8.3	.0158
Caldwell	817,800	24,079	24.5	33.6	16.2	9.9	.0244
Camden	60,792	22,523	20.9	30.6	14.8	9.5	.0016
Carteret	583,329	20,463	21.5	28.6	14.6	7.9	.0190
Caswell	166,929	16,962	26.9	28.6	9.5	3.8	.0045
Chatham	441,549	23,174	24.3	32.7	15.6	9.2	.0118
Cherokee	209,659	18,605	31.1	25.6	12.3	8.2	.0069
Chowan	138,516	18,906	28.1	24.8	13.8	8.8	.0044
Clay	70,904	17,966	29.8	27.1	8.6	8.2	.0020
Cleveland	1,044,023	25,851	21.0	28.8	19.2	14.1	.0309
Columbus	456,946	17,331	27.5	24.1	11.1	8.6	.0151
Craven	899,543	20,890	26.1	26.9	14.5	10.8	.0284
Currituck	136,197	20,462	24.6	28.4	12.5	10.2	.0043
Dare	287,689	21,270	29.8	29.7	13.0	10.5	.0109
Duplin	349,163	17,312	27.3	26.5	10.5	6.3	.0112
Edgecombe	572,922	21,872	23.3	28.2	15.3	10.1	.0162
Gates	81,514	18,473	24.9	29.5	12.3	4.8	.0024
Graham	59,655	16,353	30.3	28.8	7.4	3.7	.0018
Granville	359,841	20,429	25.6	29.3	13.7	8.0	.0110
Greene	158,459	20,676	27.0	26.0	14.1	11.2	.0042
Halifax	500,769	16,964	25.7	23.7	12.0	7.5	.0167
Harnett	685,556	19,702	28.2	27.4	13.5	8.3	.0199

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Haywood	570,757	22,698	24.4	26.5	17.1	12.1	.0175
Henderson	892,729	23,470	23.8	29.6	15.2	13.0	.0277
Hertford	205,465	18,335	25.9	26.0	12.3	8.0	.0073
Hoke	196,625	19,938	27.1	28.6	13.9	7.3	.0055
Hyde	43,162	14,507	30.9	23.4	7.7	4.0	.0015
Iredell	1,109,120	24,299	23.4	30.5	17.7	11.8	.0331
Jackson	260,141	18,460	29.1	26.5	11.5	7.8	.0082
Johnston	832,884	19,840	25.4	29.0	12.7	7.9	.0270
Jones	84,716	18,177	27.5	28.8	10.6	6.5	.0024
Lee	474,104	22,355	25.7	28.2	15.6	11.3	.0165
Lenoir	557,929	19,000	27.5	27.9	12.3	7.4	.0194
McDowell	400,879	23,846	23.5	31.1	18.8	8.7	.0117
Macon	237,478	16,812	32.2	26.4	8.0	6.5	.0078
Madison	147,899	15,089	30.0	23.9	8.1	4.9	.0042
Martin	218,426	17,419	28.3	26.7	10.7	6.3	.0073
Mitchell	134,462	18,093	29.1	27.6	14.1	3.6	.0045
Montgomery	228,285	21,737	24.9	30.8	14.6	8.7	.0067
Moore	767,710	23,254	24.1	29.4	13.4	13.9	.0226
Nash	898,971	22,233	23.7	26.1	15.3	13.1	.0301
Rocky Mount	581,799	22,247	22.7	25.7	15.1	13.6	.0215
Northampton	185,400	16,239	29.0	24.2	8.7	7.8	.0051
Pamlico	105,162	17,538	25.0	27.2	10.6	6.4	.0030
Pasquotank	265,995	16,836	28.8	25.5	11.1	5.2	.0110
Pender	246,730	15,757	28.9	25.6	8.9	5.4	.0072
Perquimans	73,887	13,772	32.4	21.2	8.1	2.0	.0024
Person	305,777	20,623	25.8	29.6	14.2	7.7	.0095
Pitt	1,092,006	18,725	25.8	25.1	12.9	8.9	.0386
Greenville	500,887	19,278	25.2	23.5	14.8	10.0	.0225
Polk	199,568	23,540	25.1	24.9	14.4	17.3	.0049
Richmond	440,208	20,194	25.5	29.1	13.5	7.9	.0141
Robeson	975,751	19,566	26.9	27.6	12.8	8.5	.0319
Rockingham	1,085,803	25,083	21.9	27.2	18.5	14.7	.0302
Rutherford	641,887	22,493	24.3	29.5	16.0	10.0	.0200
Sampson	397,741	16,751	29.9	26.2	10.3	5.1	.0129
Scotland	362,115	23,184	22.9	27.1	16.8	12.1	.0109
Stanly	585,512	23,358	23.6	31.9	15.6	10.6	.0176
Surry	683,963	21,367	26.3	29.3	14.6	9.2	.0230
Swain	73,615	13,305	36.0	19.9	3.7	2.8	.0030
Transylvania	316,516	25,480	20.1	29.8	17.7	13.5	.0086
Tyrrell	32,056	17,256	25.9	29.2	8.6	5.0	.0010
Vance	381,365	19,443	27.5	27.7	11.9	9.2	.0137
Warren	144,012	16,059	27.9	26.4	8.1	5.7	.0039
Washington	143,590	21,051	23.0	24.8	15.7	11.6	.0043
Watauga	373,137	17,799	27.2	24.1	10.9	10.0	.0132
Wayne	961,015	19,062	28.5	27.9	12.4	7.2	.0322
Goldsboro	339,728	16,512	31.1	24.8	8.9	7.3	.0147
Wilkes	645,320	21,253	26.6	31.9	12.3	8.8	.0196
Wilson	709,507	20,590	25.9	27.3	14.4	9.6	.0237
Yancey	142,120	17,654	29.3	29.1	9.3	4.8	.0045
TOTAL METRO COUNTIES	**50,753,406**	**26,043**	**22.0**	**28.[illegible]**	**17.6**	**16.9**	**1.5048**
TOTAL STATE	**80,666,401**	**23,488**	**23.8**	**27.8**	**15.9**	**13.6**	**2.4459**

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North Dakota

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
BISMARCK	**83.8**	**.0335**	**32.2**	**9.0**	**17.0**	**21.3**	**24.0**	**31.4**	**697,011**	**114,373**	**59,186**	**120,612**	**21,443**	**181,478**	**22,272**
Burleigh	60.3	.0241	32.0	9.7	17.7	21.7	22.9	22.8	551,372	83,055	47,516	119,234	19,008	125,237	19,751
• Bismarck	49.4	.0197	32.4	9.5	18.1	21.4	23.8	19.4	542,752	82,033	45,723	119,229	18,948	125,022	19,750
Morton	23.5	.0094	33.0	7.4	15.3	20.2	26.8	8.6	145,639	31,318	11,670	1,378	2,435	56,241	2,521
SUBURBAN TOTAL	34.4	.0138	32.0	8.3	15.5	21.1	24.2	12.0	154,259	32,340	13,463	1,383	2,495	56,456	2,522
FARGO–MOORHEAD	**154.4**	**.0615**	**29.8**	**16.5**	**17.2**	**19.6**	**21.4**	**58.2**	**1,296,415**	**232,156**	**127,449**	**198,959**	**52,448**	**272,580**	**30,010**
Cass	103.9	.0414	30.1	15.1	18.8	20.5	20.4	40.7	1,011,087	171,447	100,307	173,209	26,561	234,652	17,802
• Fargo	74.9	.0299	29.7	18.0	19.9	19.2	20.3	30.5	951,112	155,294	92,454	172,631	26,027	231,591	16,417
Clay, Minn.	*50.5*	*.0201*	*28.8*	*19.3*	*14.0*	*17.8*	*23.5*	*17.5*	*285,328*	*60,709*	*27,142*	*25,750*	*25,887*	*37,928*	*12,208*
• Moorhead	*32.3*	*.0129*	*25.8*	*26.1*	*14.1*	*15.7*	*21.4*	*11.1*	*223,145*	*52,908*	*19,602*	*20,592*	*23,164*	*32,399*	*11,321*
SUBURBAN TOTAL	47.2	.0187	32.4	7.5	15.4	22.8	23.1	16.6	122,158	23,954	15,393	5,736	3,257	8,590	2,272
GRAND FORKS	**71.0**	**.0283**	**27.4**	**18.9**	**19.7**	**17.5**	**17.6**	**25.5**	**641,042**	**98,355**	**51,532**	**123,685**	**19,677**	**160,375**	**10,653**
Grand Forks	71.0	.0283	27.4	18.9	19.7	17.5	17.6	25.5	641,042	98,355	51,532	123,685	19,677	160,375	10,653
• Grand Forks	49.6	.0198	27.5	21.8	18.5	17.4	18.6	18.6	594,964	92,611	47,316	123,685	19,126	138,405	9,635
SUBURBAN TOTAL	21.4	.0085	27.4	12.2	22.3	17.8	15.1	6.9	46,078	5,744	4,216		551	21,970	1,018
OTHER COUNTIES															
Adams	3.1	.0013	39.3	5.0	12.3	20.2	36.3	1.2	20,157	4,704	2,259	550	276	2,469	1,638
Barnes	12.5	.0049	36.9	10.1	12.6	18.0	34.4	5.0	76,710	19,744	8,920	6,279	1,453	18,892	2,812
Benson	7.1	.0029	30.9	7.6	12.6	16.7	28.1	2.4	10,619	4,527	625	281	171	138	200
Billings	1.1	.0004	32.9	5.2	15.1	20.7	26.1	.4	1,174		627			126	
Bottineau	7.9	.0032	38.1	7.5	12.4	19.2	35.0	3.1	43,852	8,754	4,404	1,579	900	10,051	1,838
Bowman	3.5	.0014	37.6	5.1	13.0	20.4	33.3	1.4	20,306	4,585	2,497	715	278	4,999	391
Burke	2.9	.0011	42.6	4.1	11.2	18.0	41.9	1.2	7,513	2,729	1,692	213	74	1,411	
Cavalier	6.0	.0024	39.2	5.1	12.2	18.8	36.7	2.3	36,299	8,590	3,221	1,027	1,336	9,164	1,533
Dickey	6.0	.0024	37.7	9.6	12.0	17.4	35.9	2.3	27,275	5,759	3,416	3,405	1,528	7,195	1,571
Divide	2.9	.0011	43.8	3.7	11.2	18.5	42.7	1.2	11,309	2,060	1,501	520	117	3,274	371
Dunn	3.9	.0016	35.2	5.5	13.1	19.8	30.5	1.4	15,095	3,762	364	498	90	6,447	142
Eddy	2.9	.0011	41.1	4.8	12.6	16.8	40.7	1.2	9,608	2,794	679	177	65	2,725	269
Emmons	4.7	.0019	40.9	5.5	11.7	17.2	39.7	1.8	17,540	4,110	1,131	497	184	2,391	
Foster	3.9	.0016	37.9	5.4	13.5	16.8	36.6	1.5	25,894	5,500	1,489	91	73	5,775	2,075
Golden Valley	2.1	.0008	36.2	5.7	11.9	17.2	34.1	.8	15,857	1,509	1,814	186	232	6,984	271
Grant	3.5	.0014	40.2	4.9	11.2	19.2	37.9	1.4	10,579	2,964	756		222	842	409
Griggs	3.3	.0013	41.2	4.7	10.1	20.3	38.9	1.3	11,730	3,413	1,126	133	46	3,848	985
Hettinger	3.4	.0014	41.0	4.8	11.6	17.9	39.4	1.3	11,121	3,553	886		69	3,606	327
Kidder	3.3	.0013	39.1	5.2	12.0	18.4	36.7	1.2	6,239	2,032	317	240	215	179	92
La Moure	5.3	.0021	39.8	4.8	12.1	16.9	38.8	2.0	13,677	5,083	1,279	204	108	583	94
Logan	2.8	.0011	42.6	4.5	12.5	15.8	42.2	1.1	10,366	2,865	715		39	2,113	1,545
McHenry	6.4	.0026	39.8	4.9	11.4	19.5	37.0	2.5	16,041	4,472	1,766		74	2,098	1,126
McIntosh	4.0	.0016	48.7	3.7	11.3	14.4	48.8	1.7	20,344	1,979	1,844	112	188	8,540	1,116
McKenzie	6.2	.0024	32.8	5.5	14.6	20.6	26.1	2.2	15,420	4,816	1,580		154	2,514	467
McLean	10.3	.0041	37.6	4.6	12.2	20.7	33.2	3.9	33,420	9,672	2,872	614	624	3,159	1,428
Mercer	9.7	.0039	32.1	4.7	18.1	21.6	23.1	3.5	47,445	21,076	2,521	1,198	77	7,091	1,712
Mountrail	6.9	.0027	36.1	5.8	12.5	19.8	31.8	2.5	37,114	8,840	2,540	232	1,500	5,505	2,139
Nelson	4.4	.0018	44.4	3.8	11.2	17.6	44.0	1.8	20,832	4,164	1,061	156	124	2,876	391
Oliver	2.4	.0009	32.9	5.1	14.1	23.3	23.7	.8	2,053	239	900				
Pembina	9.2	.0037	37.0	5.4	13.5	19.6	33.3	3.5	59,520	7,201	6,204	871	549	16,768	1,994
Pierce	5.0	.0020	40.8	5.7	12.0	16.7	40.0	2.0	27,994	5,096	1,653	1,193	117	9,639	654
Ramsey	12.6	.0050	35.3	8.1	14.9	18.5	31.9	4.9	115,032	18,975	11,675	12,997	4,577	29,822	5,754
Ransom	5.9	.0024	39.1	5.1	13.3	18.8	36.8	2.3	21,992	6,069	4,704	1,353	1,134	1,558	979
Renville	3.1	.0012	37.6	5.2	13.5	18.5	35.0	1.2	14,713	2,016	1,180		75	5,483	660
Richland	18.1	.0072	32.3	11.9	14.7	17.5	28.5	6.5	104,800	24,764	7,551	5,586	4,785	30,967	2,276
Rolette	12.8	.0051	26.7	9.0	14.8	16.6	21.1	4.2	40,145	11,302	3,211	848	642	7,532	1,339
Sargent	4.5	.0018	37.8	5.9	12.8	21.3	32.8	1.7	12,059	4,352	1,231		78	778	136
Sheridan	2.1	.0009	43.0	4.4	11.5	18.5	41.5	.8	3,011	703	549			1,174	
Sioux	3.8	.0015	23.0	9.3	14.4	17.5	15.4	1.0	5,567	553	812	152			
Slope	.9	.0003	34.6	6.7	13.6	19.6	29.9	.3	437	92	58			99	
Stark	22.6	.0091	31.4	9.3	16.9	18.6	25.3	8.4	178,930	29,078	15,411	21,386	6,882	46,296	5,091
Steele	2.4	.0009	40.3	4.4	12.8	18.5	38.0	1.0	5,758	738	889	99		1,536	
Stutsman	22.1	.0088	35.1	8.5	15.3	19.6	30.5	8.6	166,898	24,874	13,542	13,723	4,927	40,544	6,214
Towner	3.6	.0015	38.2	5.5	13.5	17.3	36.7	1.4	10,238	2,897	1,323	114	266	1,936	315
Traill	8.7	.0034	35.9	9.8	13.2	17.6	33.6	3.3	45,799	7,411	5,801	467	1,400	11,322	1,810
Walsh	13.7	.0055	36.3	6.2	14.2	19.0	32.8	5.2	82,547	20,080	6,487	9,989	1,826	18,211	2,825
Ward	57.7	.0230	29.6	13.3	18.3	18.1	22.0	21.4	471,159	82,736	41,804	83,083	18,810	108,974	16,122
Wells	5.7	.0023	42.2	4.5	12.5	17.2	41.2	2.3	35,844	8,878	2,530	1,074	226	5,898	1,563
Williams	20.6	.008[illegible]	33.3	6.6	16.1	20.2	27.0	7.8	120,217	22,388	10,845	11,721	3,925	22,588	5,481
TOTAL METRO COUNTIES	**258.7**	**.1032**	**30.0**	**14.2**	**18.5**	**19.9**	**20.8**	**97.6**	**2,349,140**	**384,175**	**211,025**	**417,506**	**67,681**	**576,505**	**50,727**
TOTAL STATE	**636.2**	**.2537**	**32.4**	**10.5**	**16.2**	**19.1**	**26.6**	**239.8**	**4,467,389**	**818,673**	**403,287**	**601,069**	**128,117**	**1,062,625**	**128,882**

N.D. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BISMARCK	**1,079,718**	**26,381**	**21.5**	**27.9**	**18.9**	**15.4**	**.0336**
Burleigh	858,536	29,457	19.9	26.8	20.7	19.1	.0263
• Bismarck	734,329	29,830	19.7	26.6	20.9	19.5	.0234
Morton	221,182	20,235	25.8	30.6	14.2	5.7	.0073
SUBURBAN TOTAL	345,389	21,971	24.4	30.0	15.6	8.8	.0102
FARGO–MOORHEAD	**1,961,645**	**25,460**	**22.2**	**28.7**	**18.4**	**13.8**	**.0618**
Cass	1,415,411	26,346	21.5	28.1	19.3	14.9	.0452
• Fargo	1,055,056	25,579	22.3	27.1	18.8	14.6	.0368
Clay, Minn.	*546,234*	*23,499*	*23.6*	*30.1*	*16.3*	*11.3*	*.0166*
• *Moorhead*	*356,033*	*23,246*	*24.0*	*29.3*	*16.1*	*11.8*	*.0114*
SUBURBAN TOTAL	550,556	26,684	20.5	31.2	19.2	13.8	.0136
GRAND FORKS	**1,024,260**	**28,053**	**21.5**	**26.7**	**17.6**	**21.2**	**.0309**
Grand Forks	1,024,260	28,053	21.5	26.7	17.6	21.2	.0309
• Grand Forks	752,407	29,049	20.3	24.2	17.7	23.2	.0246
SUBURBAN TOTAL	271,853	26,127	24.6	33.6	17.2	15.9	.0063
OTHER COUNTIES							
Adams	34,014	21,871	21.7	30.0	14.3	10.3	.0012
Barnes	136,113	19,630	26.4	28.1	12.6	8.5	.0041
Benson	64,469	19,714	27.5	28.7	12.3	8.2	.0017
Billings	15,302	28,375	25.8	21.4	14.0	23.0	.0003
Bottineau	89,150	20,068	28.2	25.7	13.9	10.6	.0026
Bowman	46,075	23,138	24.1	24.6	15.2	16.6	.0014
Burke	31,450	19,464	27.0	26.0	14.6	8.2	.0007
Cavalier	67,180	21,608	25.3	29.6	13.0	10.6	.0022
Dickey	55,314	16,410	29.1	25.6	8.5	7.1	.0016
Divide	38,524	23,871	21.7	28.8	15.7	14.9	.0010
Dunn	32,698	15,549	34.2	21.2	11.0	6.1	.0010
Eddy	28,823	17,756	31.2	27.3	10.6	4.9	.0008
Emmons	37,635	14,121	29.4	21.0	7.2	5.4	.0012
Foster	46,825	21,694	28.3	31.8	9.9	12.5	.0014
Golden Valley	22,952	20,368	26.8	26.3	13.8	10.8	.0008
Grant	22,077	10,625	29.3	16.8	3.8	2.6	.0008
Griggs	36,905	21,273	26.0	28.0	15.7	9.8	.0010
Hettinger	30,592	16,639	32.9	25.2	8.2	6.8	.0009
Kidder	21,108	12,377	32.5	17.9	3.9	4.8	.0007
La Moure	49,088	17,900	30.5	25.8	11.7	6.3	.0013
Logan	21,474	13,184	31.4	20.2	5.9	5.1	.0007
McHenry	54,237	16,127	27.9	25.5	9.1	4.8	.0016
McIntosh	29,490	11,559	29.1	18.1	6.2	2.8	.0011
McKenzie	82,768	27,868	20.9	26.4	17.9	21.0	.0018
McLean	124,949	24,288	23.2	26.3	17.2	14.5	.0032
Mercer	121,512	28,561	18.2	28.1	22.2	15.4	.0034
Mountrail	73,620	21,704	25.7	27.4	14.5	11.9	.0023
Nelson	44,581	17,689	26.4	25.8	11.9	6.8	.0013
Oliver	18,447	18,737	28.2	33.3	10.8	3.4	.0005
Pembina	109,107	22,553	24.6	28.7	14.9	12.6	.0033
Pierce	48,695	17,000	32.3	24.8	9.8	7.4	.0016
Ramsey	151,417	22,970	24.2	28.2	15.7	12.6	.0051
Ransom	69,162	22,736	25.6	28.5	17.3	10.6	.0017
Renville	34,323	21,321	27.1	29.1	13.4	10.8	.0011
Richland	225,036	25,196	22.9	29.9	15.5	15.5	.0063
Rolette	112,092	17,919	26.2	24.4	12.8	8.8	.0033
Sargent	45,920	20,705	27.6	30.2	14.0	7.6	.0013
Sheridan	23,706	22,318	21.9	30.2	13.4	12.1	.0005
Sioux	23,327	16,053	29.1	23.8	10.3	6.7	.0007
Slope	7,886	19,143	25.6	28.7	10.0	9.3	.0001
Stark	292,891	26,475	20.4	27.5	17.5	17.9	.0091
Steele	27,478	20,759	25.0	29.3	12.0	10.9	.0006
Stutsman	271,805	23,190	22.9	28.6	16.4	12.6	.0085
Towner	42,124	22,656	22.3	28.6	15.7	11.7	.0010
Traill	98,314	22,000	24.7	29.1	14.4	11.2	.0029
Walsh	156,246	21,949	23.5	27.9	13.7	12.6	.0047
Ward	704,188	23,869	25.7	29.1	16.6	13.1	.0225
Wells	63,099	19,851	26.3	26.1	13.3	10.3	.0019
Williams	276,435	28,173	19.3	29.6	19.2	17.0	.0076
TOTAL METRO COUNTIES	**3,519,389**	**26,749**	**21.5**	**27.7**	**18.7**	**16.7**	**.1097**
TOTAL STATE	**7,780,012**	**23,673**	**23.6**	**27.6**	**16.2**	**13.8**	**.2361**

Ohio

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
AKRON	**658.6**	**.2626**	**33.5**	**11.6**	**16.4**	**20.9**	**26.5**	**249.7**
Portage	143.2	.0571	30.0	17.1	16.0	20.4	21.7	49.5
• Kent	29.0	.0116	23.6	41.8	14.4	13.3	13.6	8.9
Summit	515.4	.2055	34.4	10.0	16.4	21.1	27.9	200.2
• Akron	223.2	.0890	32.7	12.2	17.2	18.6	27.3	90.0
• Barberton	27.6	.0110	34.3	9.4	16.3	[illegible]	[illegible]	11.1
Cuyahoga Falls	49.0	.0195	34.6	8.8	19.0	[illegible]	[illegible]	20.4
SUBURBAN TOTAL	378.8	.1510	34.9	9.1	15.8	23.1	[illegible]	139.7
CANTON	**394.2**	**.1572**	**35.0**	**9.1**	**15.4**	**21.3**	**28.7**	**149.3**
Carroll	26.6	.0106	34.4	8.1	15.3	21.1	28.0	9.7
Stark	367.6	.1466	35.1	9.2	15.4	21.3	28.8	139.6
• Alliance	23.4	.0093	33.0	13.5	14.4	17.5	29.6	8.9
• Canton	84.2	.0336	33.4	10.0	16.3	18.4	29.0	33.5
• Massillon	31.0	.0124	34.3	9.2	16.3	18.9	30.0	12.1
SUBURBAN TOTAL	255.6	.1019	35.8	8.4	15.0	23.1	28.3	94.8
CINCINNATI	**1,457.8**	**.5812**	**32.4**	**10.0**	**17.4**	**20.5**	**25.0**	**550.3**
Clermont	152.1	.0606	31.0	9.6	18.0	22.2	20.7	53.4
Hamilton	865.7	.3452	32.8	10.4	17.1	19.7	26.6	338.7
• Cincinnati	363.8	.1450	31.2	12.8	19.2	17.4	25.3	154.2
Warren	115.5	.0460	32.7	8.8	18.4	23.3	22.4	39.7
Dearborn, Ind.	*39.2*	*.0156*	*33.1*	*8.7*	*15.5*	*21.7*	*25.3*	*13.8*
Boone, Ky.	*58.7*	*.0234*	*31.2*	*9.3*	*18.0*	*22.9*	*20.2*	*20.5*

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
AKRON	**4,335,153**	**893,652**	**454,734**	**565,960**	**243,036**	**868,658**	**133,816**
Portage	712,018	144,667	60,827	55,239	13,887	250,591	18,752
• Kent	293,527	37,172	24,376	31,334	4,349	152,909	3,799
Summit	3,623,135	748,985	393,907	510,721	229,149	618,067	115,064
• Akron	1,682,137	348,465	174,859	274,705	109,227	265,914	46,480
• Barberton	132,219	32,058	18,513	24,605	3,469	14,895	6,946
Cuyahoga Falls	389,796	92,394	37,578	24,646	19,365	98,846	13,919
SUBURBAN TOTAL	2,227,270	475,957	236,986	235,316	125,991	434,940	76,591
CANTON	**2,623,640**	**561,956**	**239,105**	**375,388**	**127,900**	**549,731**	**78,870**
Carroll	109,288	21,056	5,268	17,937	2,051	35,723	2,831
Stark	2,514,352	540,900	233,837	357,451	125,849	514,008	76,039
• Alliance	248,990	59,002	20,744	33,156	10,187	56,828	7,701
• Canton	668,706	120,348	67,669	78,848	31,207	148,288	20,081
• Massillon	304,862	91,096	18,739	49,438	9,016	82,315	7,444
SUBURBAN TOTAL	1,401,082	291,510	131,953	213,946	77,490	262,300	43,644
CINCINNATI	**10,882,833**	**2,190,412**	**1,254,553**	**1,548,999**	**510,474**	**2,043,028**	**423,309**
Clermont	890,670	247,815	69,708	78,392	46,001	163,415	26,206
Hamilton	7,115,023	1,386,184	843,081	1,059,285	348,074	1,368,888	274,042
• Cincinnati	2,698,289	638,968	346,611	341,855	119,518	453,248	103,615
Warren	646,797	163,821	61,939	110,287	29,534	65,676	15,562
Dearborn, Ind.	*200,038*	*40,544*	*14,351*	*16,111*	*5,920*	*67,269*	*7,819*
Boone, Ky.	*772,436*	*79,897*	*65,647*	*136,153*	*35,070*	*192,610*	*31,134*

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Campbell, Ky.	84.1	.0336	32.5	10.2	17.1	19.5	26.1	31.3	458,240	114,890	67,134	40,654	15,086	78,712	30,384
Kenton, Ky.	142.5	.0568	31.8	9.9	18.1	20.5	23.7	52.9	799,629	157,261	132,693	108,087	30,789	106,458	38,162
Covington	43.4	.0173	31.7	10.2	18.8	17.7	26.2	17.4	349,033	60,963	67,813	17,406	16,549	93,317	14,850
SUBURBAN TOTAL	1,094.0	.4362	32.9	9.1	16.9	21.5	25.0	396.1	8,184,544	1,551,444	907,942	1,207,144	390,956	1,589,780	319,694
CINCINNATI-HAMILTON CONSOLIDATED AREA	1,752.0	.6985	32.3	10.5	17.3	20.6	24.7	655.9	12,453,877	2,543,903	1,414,009	1,691,034	575,290	2,481,396	484,919
CLEVELAND	1,825.8	.7279	34.8	9.1	16.4	20.8	28.9	710.1	13,073,662	2,509,553	1,328,851	1,747,981	637,188	2,687,934	639,335
Cuyahoga	1,404.6	.5600	35.0	9.2	16.6	20.1	30.0	560.2	10,102,077	1,877,733	1,106,602	1,355,386	508,165	1,917,779	516,691
• Cleveland	502.9	.2005	32.0	10.4	17.9	17.4	27.2	198.7	2,316,155	547,692	372,965	177,617	109,017	292,463	139,320
Cleveland Heights	53.8	.0215	33.8	9.8	17.5	23.7	24.2	20.9	299,977	57,067	29,'05	29,243	11,330	81,298	13,201
Euclid	54.6	.0218	38.5	7.8	17.8	18.5	36.3	24.8	310,842	36,479	32,129	55,746	14,652	80,441	12,523
Lakewood	59.4	.0237	32.9	9.5	21.8	20.7	24.7	26.9	301,636	56,283	36,901	5,039	5,697	135,165	14,177
Parma	87.4	.0348	37.4	8.2	17.3	18.6	34.6	34.5	767,279	138,097	66,206	146,106	37,856	168,240	21,578
Geauga	81.9	.0326	34.6	8.0	13.8	24.5	24.9	27.2	356,131	79,429	33,015	22,379	10,734	78,874	16,822
Lake	215.8	.0861	34.3	8.9	17.1	22.7	26.2	80.5	1,844,697	346,649	142,378	313,940	94,708	488,965	77,734
Mentor	47.4	.0189	33.9	7.9	16.3	25.6	22.5	16.7	714,297	78,156	49,620	190,255	52,755	172,878	18,334
Medina	123.5	.0492	33.2	8.5	15.8	24.5	22.6	42.2	770,757	205,742	46,856	56,276	23,581	202,316	28,088
SUBURBAN TOTAL	1,322.9	.5274	36.0	8.6	16.0	22.1	29.5	511.4	10,757,507	1,961,861	955,886	1,570,364	528,171	2,395,471	500,015
CLEVELAND-AKRON-LORAIN CONSOLIDATED AREA	2,755.7	1.0987	34.3	9.8	16.4	20.9	27.9	1,055.9	19,012,971	3,708,473	1,913,072	2,512,535	955,659	3,982,516	856,250
COLUMBUS	1,389.7	.5542	31.6	12.2	18.8	21.3	22.3	529.4	10,567,421	1,700,547	1,094,796	1,412,344	494,376	2,506,238	348,834
Delaware	68.1	.0272	33.2	9.7	15.3	24.9	22.4	23.5	307,912	56,104	36,437	13,518	7,343	77,125	8,528
Fairfield	104.5	.0417	33.6	9.7	15.2	23.1	24.8	37.2	504,505	117,817	42,835	54,623	21,702	97,382	15,723
• Lancaster	34.9	.0139	34.4	9.5	16.3	19.4	29.6	14.1	368,936	84,630	32,065	49,722	19,734	59,854	11,544
Franklin	970.0	.3868	31.0	13.2	19.9	20.7	21.4	382.2	8,442,967	1,293,243	898,602	1,174,822	422,900	2,033,784	280,315

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Sources: March 31, 1989 ABC Audit Reports.
August 13, 1990, Survey of Buying Power,
Sales & Marketing Management Magazine.

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METRO & COUNTY TOTALS

OHIO (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
• Columbus	638.5	.2546	29.8	15.5	21.9	18.9	19.7	259.3	5,556,446	702,591	619,005	880,585	343,655	1,253,740	179,323
Licking	128.9	.0514	33.6	10.0	15.8	21.7	26.0	47.5	788,594	126,570	68,416	137,228	27,928	176,783	23,080
• Newark	44.6	.0178	33.1	9.5	17.5	18.7	28.0	17.9	392,384	76,521	31,767	81,727	13,253	97,527	10,256
Madison	37.3	.0149	32.3	10.6	19.8	22.2	22.4	12.1	191,156	35,385	18,154	3,153	5,687	48,004	6,938
Pickaway	48.6	.0193	33.0	10.5	19.0	22.7	23.4	15.7	193,268	43,460	20,135	17,057	6,110	34,310	9,726
Union	32.3	.0129	32.8	9.1	17.9	22.2	23.9	11.2	139,019	27,968	10,217	11,943	2,706	38,850	4,524
SUBURBAN TOTAL	671.7	.2679	33.7	9.5	16.1	23.9	23.9	238.1	4,249,655	836,805	411,959	400,310	117,734	1,095,117	147,711
DAYTON-SPRINGFIELD	**953.8**	**.3803**	**33.5**	**10.6**	**16.3**	**21.2**	**26.4**	**365.2**	**6,778,074**	**1,274,032**	**680,605**	**1,020,764**	**282,152**	**1,612,544**	**223,568**
Clark	147.6	.0589	34.5	10.4	14.5	21.0	28.2	55.2	971,052	189,697	82,518	173,402	45,507	211,683	41,760
• Springfield	70.5	.0281	32.4	12.4	15.3	18.2	27.8	27.3	526,587	122,659	57,398	57,992	22,351	122,557	28,457
Greene	137.5	.0548	32.4	12.9	15.1	22.5	23.6	48.6	780,127	155,759	76,976	69,959	19,532	261,220	21,117
Miami	93.6	.0373	34.3	8.8	15.2	22.1	27.0	34.7	628,310	107,039	54,267	72,934	31,233	208,491	18,014
Montgomery	575.1	.2293	33.4	10.4	17.2	20.8	26.6	226.7	4,398,585	821,537	466,844	704,469	185,880	931,150	142,677
• Dayton	182.5	.0728	31.1	13.1	17.9	17.5	25.5	72.9	1,185,872	210,767	122,963	172,114	36,224	289,962	37,082
Kettering	60.7	.0242	36.9	8.6	17.3	19.8	32.9	26.2	553,384	105,240	60,219	62,522	21,044	103,727	20,203
SUBURBAN TOTAL	700.8	.2794	34.3	9.8	16.0	22.4	26.5	265.0	5,065,615	940,606	500,244	790,658	223,577	1,200,025	158,029
HAMILTON-MIDDLETOWN	**294.2**	**.1173**	**31.4**	**12.9**	**16.6**	**20.9**	**23.2**	**105.6**	**1,571,044**	**353,491**	**159,456**	**142,035**	**64,816**	**438,368**	**61,610**
Butler	294.2	.1173	31.4	12.9	16.6	20.9	23.2	105.6	1,571,044	353,491	159,456	142,035	64,816	438,368	61,610
• Hamilton	61.9	.0247	32.4	9.6	17.4	18.1	27.4	24.2	434,538	122,989	44,567	54,297	31,418	72,997	23,274
• Middletown	46.5	.0185	33.5	9.8	16.9	18.8	28.6	18.6	309,381	57,750	35,848	64,111	9,474	59,284	14,088
SUBURBAN TOTAL	185.8	.0741	30.6	14.9	16.2	22.4	20.4	62.8	827,125	172,752	79,041	23,627	23,924	306,087	24,248
LIMA	**154.6**	**.0617**	**32.9**	**9.4**	**15.8**	**20.0**	**26.7**	**55.5**	**1,190,752**	**216,915**	**99,317**	**185,716**	**59,235**	**288,950**	**40,773**
Allen	109.8	.0438	33.0	9.8	15.9	20.0	26.8	39.4	939,805	162,412	75,633	173,727	45,500	212,620	31,001
• Lima	45.6	.0182	31.2	11.1	18.1	18.1	25.0	16.3	287,926	59,154	30,273	34,098	15,496	53,595	11,260
Auglaize	44.8	.0179	32.8	8.5	15.5	20.1	26.5	16.1	250,947	54,503	23,684	11,989	13,735	76,330	9,772
SUBURBAN TOTAL	109.0	.0435	33.8	8.7	14.8	20.8	27.4	39.2	902,826	157,761	69,044	151,618	43,739	235,355	29,513
LORAIN-ELYRIA	**271.3**	**.1082**	**32.7**	**10.0**	**16.0**	**21.4**	**24.9**	**96.1**	**1,604,156**	**305,268**	**129,487**	**198,594**	**75,435**	**425,924**	**83,099**
Lorain	271.3	.1082	32.7	10.0	16.0	21.4	24.9	96.1	1,604,156	305,268	129,487	198,594	75,435	425,924	83,099
• Elyria	56.8	.0226	31.7	10.0	18.2	19.6	24.3	21.4	547,934	65,179	37,189	131,041	39,304	126,672	22,133
• Lorain	71.3	.0284	32.2	9.5	16.1	18.9	26.6	26.2	274,159	55,722	28,627	19,505	12,894	56,900	21,578
SUBURBAN TOTAL	143.2	.0572	33.5	10.2	15.3	23.3	24.3	48.5	782,063	184,367	63,671	48,048	23,237	242,352	39,388
MANSFIELD	**126.0**	**.0503**	**34.4**	**9.3**	**15.2**	**21.1**	**28.0**	**47.5**	**962,922**	**172,704**	**80,611**	**167,227**	**52,431**	**203,925**	**21,213**
Richland	126.0	.0503	34.4	9.3	15.2	21.1	28.0	47.5	962,922	172,704	80,611	167,227	52,431	203,925	21,213
• Mansfield	50.6	.0202	33.5	11.1	16.8	18.8	28.7	20.2	510,250	79,059	44,942	63,114	20,050	144,756	12,824
SUBURBAN TOTAL	75.4	.0301	35.2	8.1	14.2	22.7	27.7	27.3	452,672	93,645	35,669	104,113	32,381	59,169	8,389
PARKERSBURG-MARIETTA	**148.4**	**.0592**	**35.6**	**9.0**	**14.9**	**21.7**	**29.2**	**57.5**	**1,073,448**	**210,287**	**85,950**	**200,429**	**46,600**	**245,343**	**36,374**
Washington	62.1	.0248	34.7	9.6	15.0	21.3	28.3	23.6	350,137	87,963	26,922	32,697	15,795	77,637	11,624
• Marietta	15.0	.0060	34.1	13.5	14.9	18.4	30.3	5.9	195,349	44,973	19,374	28,226	10,164	32,789	8,230
Wood, W. Va.	*86.3*	*.0344*	*36.2*	*8.6*	*14.9*	*22.0*	*29.8*	*33.9*	*723,311*	*122,324*	*59,028*	*167,732*	*30,805*	*167,706*	*24,750*
• Parkersburg	*33.6*	*.0134*	*38.6*	*8.7*	*14.3*	*19.6*	*35.4*	*14.4*	*469,705*	*94,389*	*43,559*	*66,333*	*12,977*	*147,737*	*18,377*
SUBURBAN TOTAL	99.8	.0398	34.9	8.4	15.2	22.9	26.9	37.2	408,394	70,925	23,017	105,870	23,459	64,817	9,767
STEUBENVILLE-WEIRTON	**141.2**	**.0563**	**37.9**	**8.9**	**13.4**	**20.9**	**33.4**	**54.6**	**752,041**	**174,905**	**60,735**	**123,197**	**28,502**	**136,464**	**32,954**
Jefferson	79.6	.0318	37.9	8.7	13.3	20.5	33.7	31.0	494,441	92,337	35,547	91,935	17,698	95,999	17,911
• Steubenville	21.9	.0087	38.9	10.5	12.9	17.5	37.4	8.9	289,617	36,090	21,670	63,610	14,054	56,317	11,484
Brooke, W. Va.	*26.7*	*.0106*	*37.5*	*10.6*	*12.7*	*21.3*	*32.6*	*10.0*	*105,167*	*31,100*	*12,719*	*8,279*	*7,365*	*23,731*	*6,488*
Hancock, W. Va.	*34.9*	*.0139*	*38.0*	*8.1*	*14.1*	*21.5*	*33.2*	*13.6*	*152,433*	*51,468*	*12,469*	*22,983*	*3,439*	*16,734*	*8,555*
• Weirton	*21.9*	*.0087*	*40.4*	*7.4*	*14.1*	*20.5*	*37.6*	*9.0*	*126,076*	*31,617*	*15,002*	*21,057*	*4,244*	*16,712*	*6,928*
SUBURBAN TOTAL	97.4	.0389	37.1	8.9	13.3	21.7	31.6	36.7	336,348	107,198	24,063	38,530	10,204	63,435	14,542
TOLEDO	**614.8**	**.2451**	**32.0**	**12.1**	**16.4**	**20.0**	**25.0**	**231.0**	**4,551,332**	**856,141**	**455,324**	**772,043**	**242,826**	**932,648**	**157,923**
Fulton	38.7	.0154	32.5	8.5	16.0	20.9	25.0	13.6	244,355	53,878	24,385	6,275	9,167	71,066	12,631
Lucas	462.3	.1843	32.5	10.8	16.8	20.0	25.8	177.5	3,631,623	679,270	379,926	668,317	195,319	739,304	123,040
• Toledo	332.9	.1327	31.9	11.6	17.4	18.5	26.1	130.9	2,278,134	454,684	289,726	499,034	100,562	246,330	90,360
Wood	113.8	.0454	29.3	18.7	18.1	19.8	21.7	39.9	675,354	122,993	51,013	97,451	38,340	122,278	22,252
• Bowling Green	28.3	.0113	23.2	49.8	12.0	11.4	13.4	8.5	207,533	40,486	20,420	21,857	9,313	41,109	7,177
SUBURBAN TOTAL	253.6	.1011	33.7	8.6	15.5	23.0	24.9	91.6	2,065,665	360,971	145,178	251,152	132,951	645,209	60,386
YOUNGSTOWN-WARREN	**490.2**	**.1953**	**36.1**	**8.8**	**14.5**	**20.7**	**31.0**	**186.2**	**3,478,567**	**619,098**	**296,075**	**455,007**	**174,401**	**763,456**	**152,484**
Mahoning	263.3	.1049	36.5	8.7	14.4	19.9	32.3	100.5	1,903,637	368,605	169,273	245,548	111,412	422,857	90,866
• Youngstown	95.2	.0380	34.7	9.4	14.7	17.0	32.5	36.8	575,938	156,858	59,527	26,755	14,601	141,641	40,712
Trumbull	226.9	.0904	35.7	9.0	14.6	21.4	29.6	85.7	1,574,930	250,493	126,802	209,459	62,989	340,599	61,618
• Warren	50.6	.0202	34.8	9.0	15.3	18.2	31.5	20.2	525,683	108,428	50,571	24,317	18,678	188,569	23,659
SUBURBAN TOTAL	344.4	.1371	36.6	8.7	14.3	22.1	30.5	129.2	2,376,946	353,812	185,977	403,935	141,122	433,246	88,113
OTHER COUNTIES															
Adams	25.6	.0102	33.0	9.4	14.3	19.7	27.4	9.3	113,868	21,775	3,072	7,821	3,452	35,010	7,171
Ashland	47.7	.0190	33.3	10.6	14.4	19.9	27.6	17.2	231,366	49,993	20,033	15,607	12,575	48,301	9,337
Ashtabula	99.7	.0397	34.5	8.6	14.5	20.5	28.8	36.7	555,309	106,829	41,578	68,399	24,990	130,169	19,097
Athens	59.9	.0239	25.6	28.4	14.2	16.6	20.0	20.3	274,625	64,461	30,585	21,341	10,172	51,166	12,816
☐ Belmont	70.4	.0281	38.1	7.8	13.7	20.3	34.4	27.9	492,759	105,264	38,572	112,951	25,214	71,579	18,125
Brown	35.3	.0140	32.7	9.0	15.8	19.8	26.6	12.5	96,027	29,084	10,253	9,310	1,972	17,055	3,843
Champaign	36.3	.0145	34.4	9.3	14.8	22.3	26.8	13.4	158,392	40,063	13,852	9,167	3,852	46,779	8,908
Clinton	35.6	.0142	32.7	10.5	15.6	20.4	26.0	13.1	240,293	67,244	17,019	13,873	5,432	52,477	9,257
Columbiana	108.1	.0431	35.1	8.4	14.6	20.7	29.5	40.7	539,329	139,872	45,106	46,152	18,927	122,777	22,843
Coshocton	35.4	.0141	34.8	8.1	14.6	20.4	29.4	13.4	153,314	50,398	11,679	11,136	6,006	21,480	5,243
Crawford	47.8	.0191	34.6	8.8	14.9	20.4	29.1	18.4	242,874	46,703	21,435	16,634	9,085	62,705	13,780

OHIO (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Darke	53.7	.0214	34.0	8.8	14.8	20.2	28.4	19.5
Defiance	39.4	.0157	32.5	9.7	15.1	21.4	24.9	14.1
Erie	76.7	.0305	35.1	[illegible]	15.1	21.7	28.5	28.9
Fayette	27.4	.0109	35.0	8.8	14.7	20.7	29.2	10.2
Gallia	31.0	.0124	33.5	9.9	15.5	20.3	27.3	11.4
Guernsey	38.9	.0155	34.8	8.4	14.9	20.3	27.4	14.8
Hancock	65.6	.0262	33.1	9.7	16.3	20.9	26.0	24.7
Hardin	31.1	.0124	31.7	14.4	14.4	18.8	26.5	11.2
Harrison	15.9	.0063	37.1	7.9	13.6	20.4	32.6	6.0
Henry	29.1	.0116	32.9	8.5	15.5	19.5	27.2	10.4
Highland	36.0	.0144	34.3	8.8	14.5	19.5	29.6	13.3
Hocking	25.7	.0102	34.4	9.1	15.0	20.8	28.4	9.4
Holmes	33.1	.0132	27.8	9.8	14.6	17.2	22.3	9.4
Huron	56.4	.0225	32.1	9.3	15.9	20.3	25.0	20.3
Jackson	30.2	.0120	33.9	9.0	14.9	20.0	28.4	11.2
Knox	47.6	.0189	34.3	11.6	14.3	20.2	28.8	17.3
☐ Lawrence	61.8	.0246	34.3	9.4	14.4	20.5	28.5	22.9
Logan	42.6	.0170	33.7	9.1	15.0	19.8	28.3	16.1
Marion	64.1	.0256	33.6	9.0	16.6	21.4	26.2	23.4
Meigs	22.9	.0092	35.2	8.6	14.0	20.9	29.5	8.6
Mercer	39.6	.0158	31.7	8.5	15.2	18.6	26.4	13.5
Monroe	15.4	.0061	36.6	8.3	13.5	21.1	31.2	5.7
Morgan	14.2	.0057	34.2	8.0	14.3	19.2	29.6	5.2
Morrow	27.9	.0111	32.9	8.9	15.0	21.9	25.0	9.7
Muskingum	82.1	.0327	33.5	10.1	15.2	19.8	28.0	30.8
Noble	11.3	.0045	33.6	7.8	15.2	18.3	29.6	4.1
Ottawa	40.0	.0160	36.6	7.8	14.8	21.5	30.9	15.2
Paulding	20.5	.0082	32.1	9.1	15.3	20.7	24.9	7.3
Perry	31.6	.0126	32.4	9.2	15.8	19.8	26.1	11.3
Pike	24.4	.0098	32.9	9.2	15.0	19.6	27.3	8.9
Preble	40.3	.0160	33.8	8.7	15.5	21.4	26.6	14.4
Putnam	33.9	.0135	30.7	8.9	16.2	18.4	24.7	11.1
Ross	69.7	.0278	33.9	9.2	17.7	21.8	26.2	24.5
Sandusky	62.0	.0247	33.2	8.9	15.8	20.1	27.0	22.5
Scioto	80.1	.0319	34.3	9.0	15.0	19.4	29.6	29.7
Seneca	59.7	.0238	32.4	10.1	15.2	19.6	26.4	21.3
Shelby	45.1	.0180	31.6	9.0	16.4	20.2	24.3	15.7
Tuscarawas	84.2	.0336	35.1	8.1	15.3	20.7	29.4	32.0
Van Wert	30.5	.0121	34.1	8.2	15.4	20.0	28.5	11.3
Vinton	11.1	.0045	33.6	9.3	14.8	20.0	27.9	4.1
Wayne	102.3	.0408	32.2	10.2	15.7	20.9	24.6	35.9
Williams	37.1	.0147	33.2	8.4	16.1	20.4	26.7	13.9
Wyandot	22.2	.0089	34.1	8.4	15.3	19.4	29.2	8.1
TOTAL METRO COUNTIES	**8,580.4**	**3.4212**	**33.4**	**10.5**	**16.7**	**20.9**	**26.4**	**3,262.8**
TOTAL STATE	**10,864.4**	**4.3317**	**33.4**	**10.3**	**16.4**	**20.7**	**26.6**	**4,094.2**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Darke	347,368	72,578	23,352	21,664	12,916	95,419	6,358
Defiance	265,345	65,663	20,878	34,863	13,558	61,056	8,721
Erie	584,711	92,209	63,588	127,034	28,946	112,422	22,103
Fayette	185,522	37,702	18,112	14,693	3,701	40,938	5,551
Gallia	199,128	47,748	15,502	24,026	8,259	50,414	6,521
Guernsey	223,634	46,281	23,982	23,374	7,819	39,825	8,711
Hancock	535,689	56,811	51,452	121,013	23,424	152,368	13,979
Hardin	131,914	43,311	10,432	7,901	3,289	26,487	9,319
Harrison	44,898	14,544	1,628	473	515	14,131	3,726
Henry	138,741	31,040	8,284	6,997	5,322	42,308	6,164
Highland	170,995	43,384	16,172	13,803	4,124	26,632	9,549
Hocking	121,581	22,469	9,770	11,186	2,337	26,075	7,635
Holmes	135,607	22,860	16,705	7,818	4,181	23,682	2,348
Huron	370,010	81,661	23,486	23,144	27,463	118,588	14,190
Jackson	151,519	45,952	10,196	14,566	3,215	30,583	15,088
Knox	216,673	49,494	24,563	26,105	7,489	52,826	7,106
☐ Lawrence	243,027	69,758	17,998	20,020	11,916	48,978	12,574
Logan	215,601	54,345	28,673	12,124	6,050	38,751	10,118
Marion	409,744	75,779	38,174	76,426	18,603	82,794	12,674
Meigs	87,101	23,896	5,503	6,930	5,461	17,557	6,387
Mercer	225,728	46,518	19,906	25,996	11,937	45,177	5,790
Monroe	47,444	15,421	2,599	415	1,740	11,432	1,497
Morgan	31,026	5,548	2,324	1,084	963	6,264	2,974
Morrow	94,234	22,064	2,276	6,259	765	20,930	2,085
Muskingum	577,575	114,139	55,726	76,832	52,191	114,232	15,278
Noble	39,626	10,742	1,757	408	1,426	12,328	2,277
Ottawa	238,071	64,558	31,231	8,987	6,603	65,169	8,525
Paulding	54,514	17,976	5,637	1,612	3,013	13,129	2,909
Perry	90,555	23,955	7,288	1,892	1,357	27,593	4,534
Pike	102,690	30,017	7,754	8,070	2,301	17,566	7,154
Preble	146,863	34,347	10,728	5,891	4,337	21,452	6,317
Putnam	160,935	25,403	13,299	10,129	4,992	49,884	7,860
Ross	375,531	74,430	31,835	82,351	35,009	68,160	11,364
Sandusky	341,493	78,925	26,165	21,906	13,535	82,172	16,533
Scioto	448,576	102,759	50,982	45,874	22,425	104,687	17,763
Seneca	316,659	65,842	25,212	29,292	16,857	71,072	11,544
Shelby	193,703	40,879	24,814	6,657	8,762	35,931	9,871
Tuscarawas	555,632	125,595	41,309	62,727	37,604	109,799	24,611
Van Wert	150,444	32,600	12,211	9,645	3,459	35,940	8,101
Vinton	24,334	9,107	1,210	114	480	2,702	585
Wayne	568,730	133,559	42,361	41,901	29,294	166,271	14,593
Williams	204,106	45,815	20,333	9,310	5,956	29,742	11,001
Wyandot	106,762	22,749	10,090	8,324	3,117	26,842	6,321
TOTAL METRO COUNTIES	**60,969,577**	**11,616,499**	**6,112,128**	**8,548,626**	**2,948,028**	**13,170,548**	**2,317,569**
TOTAL STATE	**73,205,986**	**14,303,596**	**7,184,239**	**9,807,882**	**3,499,286**	**15,949,797**	**2,803,399**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
AKRON	**8,656,674**	**27,387**	**19.8**	**27.6**	**19.2**	**16.9**	**.2482**
Portage	1,922,044	31,166	16.7	27.8	21.3	21.4	.0507
• Kent	298,720	23,356	21.5	25.1	15.4	16.0	.0115
Summit	6,734,630	26,444	20.6	27.7	18.7	15.7	.1975
• Akron	2,566,980	21,064	24.0	27.2	14.5	10.5	.0824
• Barberton	307,759	21,223	26.0	28.5	14.2	10.0	.0088
Cuyahoga Falls	684,889	28,231	20.2	31.3	22.9	12.8	.0202
SUBURBAN TOTAL	5,483,215	32,153	16.6	28.0	22.9	21.5	.1455
CANTON	**4,811,837**	**26,332**	**20.7**	**30.1**	**19.7**	**12.7**	**.1436**
Carroll	279,566	23,444	23.8	31.9	16.6	9.2	.0079
Stark	4,532,271	26,556	20.4	30.1	19.9	12.9	.1357
• Alliance	247,794	21,622	23.1	30.2	14.2	9.1	.0095
• Canton	892,608	19,810	24.4	27.5	13.2	8.9	.0306
• Massillon	344,197	22,131	24.6	27.7	17.3	9.4	.0125
SUBURBAN TOTAL	3,327,238	29,367	18.5	31.4	22.8	14.8	.0910

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
CINCINNATI	**21,016,261**	**29,424**	**18.1**	**25.5**	**19.2**	**21.7**	**.5971**
Clermont	1,812,916	28,625	18.6	31.6	22.3	14.2	.0529
Hamilton	13,473,030	29,552	17.7	23.9	17.8	24.2	.3796
• Cincinnati	4,926,536	21,971	22.1	25.0	14.0	15.0	.1442
Warren	1,589,820	33,545	15.9	26.6	23.9	23.3	.0426
Dearborn, Ind.	*434,427*	*26,296*	*20.3*	*30.3*	*19.1*	*13.0*	*.0126*
Boone, Ky.	*753,615*	*30,707*	*17.2*	*29.8*	*23.9*	*17.4*	*.0283*
Campbell, Ky.	*1,129,797*	*28,638*	*19.5*	*25.8*	*20.2*	*19.4*	*.0304*
Kenton, Ky.	*1,822,656*	*27,192*	*20.3*	*27.0*	*19.2*	*16.9*	*.0507*
Covington	*465,781*	*19,254*	*25.7*	*25.0*	*13.6*	*9.7*	*.0159*
SUBURBAN TOTAL	16,089,725	32,358	16.5	25.9	21.2	24.2	.4529
CINCINNATI-HAMILTON							
CONSOLIDATED AREA	***24,579,326***	***29,086***	***18.3***	***26.0***	***19.3***	***20.7***	***.6976***
CLEVELAND	**27,193,923**	**29,946**	**17.4**	**25.0**	**19.1**	**22.5**	**.7509**
Cuyahoga	20,913,870	28,408	18.1	24.2	17.9	21.8	.5785

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Cleveland	5,429,080	19,843	21.4	23.9	14.3	11.5	.1561
Cleveland Heights	905,848	32,876	16.2	25.2	18.0	28.8	.0222
Euclid	902,596	28,905	18.9	26.9	18.9	20.7	.0224
Lakewood	974,748	27,369	21.7	28.3	17.7	18.9	.0237
Parma	1,412,913	34,442	16.0	26.9	23.6	25.3	.0399
Geauga	1,293,995	37,786	12.6	24.7	22.4	32.3	.0308
Lake	3,150,855	32,680	16.2	29.3	23.6	21.5	.0928
Mentor	733,297	36,795	11.3	29.0	25.8	27.9	.0261
Medina	1,835,203	36,645	13.3	25.2	25.2	28.2	.0488
SUBURBAN TOTAL	21,764,843	33,683	15.8	25.4	21.0	26.8	.5948
CLEVELAND–AKRON–LORAIN CONSOLIDATED AREA	***39,301,203***	***29,328***	***17.9***	***25.9***	***19.5***	***20.7***	***1.0967***
COLUMBUS	**18,747,219**	**27,185**	**20.3**	**27.6**	**18.3**	**17.9**	**.5542**
Delaware	923,088	31,464	17.7	27.6	21.2	22.1	.0238
Fairfield	1,217,929	26,389	21.5	30.7	19.3	13.0	.0341
• Lancaster	413,807	21,832	25.2	30.4	14.4	9.3	.0148
Franklin	13,648,842	26,961	20.3	26.9	17.8	18.7	.4125
• Columbus	8,175,729	23,603	22.6	27.4	15.8	14.4	.2600
Licking	1,592,515	26,843	21.2	28.3	20.0	14.6	.0461
• Newark	530,502	22,131	24.5	28.4	15.3	10.9	.0177
Madison	390,559	25,902	22.4	29.9	19.0	13.1	.0117
Pickaway	516,765	25,916	21.4	31.0	18.8	13.1	.0145
Union	457,521	32,607	14.7	27.8	20.4	25.0	.0115
SUBURBAN TOTAL	9,627,181	31,981	17.3	27.6	21.5	22.7	.2617
DAYTON–SPRINGFIELD	**12,979,033**	**27,773**	**19.8**	**27.1**	**18.9**	**18.4**	**.3741**
Clark	1,846,143	26,482	20.1	28.1	19.0	15.2	.0542
• Springfield	797,515	21,494	22.8	27.2	14.8	11.0	.0258
Greene	2,028,656	33,799	15.4	25.2	20.7	27.2	.0530
Miami	1,220,747	28,303	19.7	29.1	19.9	17.5	.0354
Montgomery	7,883,487	26,757	20.6	27.1	18.3	17.4	.2315
• Dayton	1,892,557	18,989	24.9	25.6	13.2	9.0	.0613
Kettering	1,054,026	31,036	20.5	26.2	20.5	22.7	.0291
SUBURBAN TOTAL	10,288,961	30,914	18.0	27.6	20.9	21.7	.2870
HAMILTON–MIDDLETOWN	**3,563,065**	**27,608**	**19.3**	**28.1**	**19.9**	**15.8**	**.1005**
Butler	3,563,065	27,608	19.3	28.1	19.9	15.8	.1005
• Hamilton	672,905	21,439	23.1	28.5	14.3	10.0	.0218
• Middletown	561,125	23,165	21.6	26.4	16.1	13.3	.0169
SUBURBAN TOTAL	2,329,035	31,096	17.1	28.2	23.2	18.9	.0618
LIMA	**1,844,482**	**26,555**	**21.1**	**29.1**	**18.8**	**15.1**	**.0585**
Allen	1,308,038	26,246	20.8	28.1	18.6	15.4	.0431
• Lima	461,649	21,445	23.5	26.9	14.8	11.2	.0150
Auglaize	536,444	27,205	21.5	32.0	19.2	14.4	.0154
SUBURBAN TOTAL	1,382,833	28,578	20.0	30.0	20.5	16.7	.0435
LORAIN–ELYRIA	**3,450,606**	**30,251**	**16.5**	**29.0**	**22.5**	**17.8**	**.0976**
Lorain	3,450,606	30,251	16.5	29.0	22.5	17.8	.0976
• Elyria	707,869	27,172	19.1	30.5	19.8	14.4	.0237
• Lorain	853,072	27,044	18.3	26.5	20.3	15.1	.0224
SUBURBAN TOTAL	1,889,665	33,009	14.5	29.4	24.8	20.8	.0515
MANSFIELD	**1,530,782**	**25,683**	**22.2**	**29.8**	**18.8**	**12.9**	**.0479**
Richland	1,530,782	25,683	22.2	29.8	18.8	12.9	.0479
• Mansfield	580,750	20,627	26.3	27.2	14.3	9.9	.0208
SUBURBAN TOTAL	950,032	29,353	19.3	31.5	22.2	15.2	.0271

CINCINNATI

A MARKET OF OPPORTUNITY

Cincinnati has a large and diverse economic base. Cincinnati features a stable population base. Cincinnati has a competitive retail base and is relatively isolated from other major markets. Cincinnati is one of only 22 markets to be named a Consolidated Metropolitan Area.

The 1.3 million adults in the eight-county CMSA enjoy nearly $22.7 billion in effective buying income and generated more than $12.1 billion in retail sales.*

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Cincinnati CMSA Net Unduplicated Readers Of The Daily Enquirer And The Daily Post**

	Average-Issue Reach	Five-Issue Reach
TOTAL ADULTS (1,264,600)	639,100 50.5%	908,000 71.8%
HHI $35,000+ (536,600)	309,300 57.6%	411,500 76.7%

Sources: *Sales and Marketing Management Survey of Buying Power 1990
**Cincinnati Prospectus 1990-91

The Enquirer and *The Post* are the media of opportunity in the market of opportunity.
For more details, contact the newspapers or Gannett National Newspaper Sales.

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OHIO (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
PARKERSBURG–MARIETTA	**1,729,846**	**23,794**	**22.6**	**30.2**	**17.1**	**11.0**	**.0544**
Washington	709,155	23,621	23.2	31.0	17.3	10.0	.0210
• Marietta	163,619	19,685	27.0	27.9	11.9	9.4	.0068
Wood, W. Va.	*1,020,691*	*23,933*	*22.3*	*29.4*	*17.0*	*11.7*	*.0334*
• *Parkersburg*	*388,008*	*20,155*	*25.1*	*27.4*	*13.5*	*9.5*	*.0160*
SUBURBAN TOTAL	1,178,219	25,813	21.1	31.5	19.3	11.8	.0316
STEUBENVILLE–WEIRTON	**1,690,701**	**25,730**	**20.2**	**27.7**	**20.5**	**12.0**	**.0478**
Jefferson	966,101	25,343	20.2	26.4	20.4	12.5	.0283
• Steubenville	270,720	21,467	20.9	22.4	16.9	13.3	.0104
Brooke, W. Va.	*282,880*	*24,564*	*22.1*	*31.8*	*18.9*	*7.8*	*.0079*
Hancock, W. Va.	*441,720*	*27,530*	*18.7*	*27.0*	*22.1*	*14.2*	*.0116*
• *Weirton*	*307,548*	*29,215*	*17.6*	*25.2*	*22.6*	*17.3*	*.0082*
SUBURBAN TOTAL	1,112,433	25,872	20.6	29.6	20.9	10.4	.0292
TOLEDO	**8,105,204**	**27,210**	**19.7**	**26.0**	**18.9**	**17.8**	**.2404**
Fulton	511,690	30,602	17.2	27.8	21.4	20.6	.0145
Lucas	6,061,677	26,355	20.2	25.7	18.3	17.0	.1837
• Toledo	4,103,715	24,075	21.4	25.6	17.3	14.4	.1230
Wood	1,531,837	29,709	18.4	26.8	20.4	20.5	.0422
• Bowling Green	304,377	21,453	24.6	22.9	15.0	15.2	.0101
SUBURBAN TOTAL	3,697,112	31,905	16.9	26.8	21.5	22.9	.1073
YOUNGSTOWN–WARREN	**6,226,086**	**26,854**	**19.3**	**28.3**	**18.9**	**15.6**	**.1858**
Mahoning	2,962,673	23,835	21.1	30.1	16.9	10.6	.0949
• Youngstown	913,670	18,311	23.7	26.1	12.8	7.5	.0302
Trumbull	3,263,413	31,001	17.4	26.0	21.1	21.5	.0909
• Warren	687,770	26,129	18.8	24.3	18.2	17.5	.0226
SUBURBAN TOTAL	4,624,646	29,150	18.2	29.4	20.7	17.6	.1330
OTHER COUNTIES							
Adams	199,245	14,953	27.5	23.2	10.3	4.8	.0068
Ashland	542,527	25,077	23.3	31.3	17.7	12.0	.0153
Ashtabula	1,169,222	25,878	21.4	29.8	19.6	12.5	.0338
Athens	653,019	21,405	25.7	24.9	14.0	14.0	.0188
☐ Belmont	806,742	23,744	21.8	29.5	18.1	9.9	.0253
Brown	343,901	21,735	23.8	29.8	15.0	8.7	.0093
Champaign	446,911	26,641	20.8	31.9	18.5	14.5	.0120
Clinton	405,133	23,760	23.4	28.3	17.2	12.7	.0124
Columbiana	1,201,253	24,011	22.3	29.8	18.5	9.8	.0348
Coshocton	395,785	23,227	24.6	28.5	17.0	11.0	.0111
Crawford	527,697	22,741	24.9	30.4	16.5	9.1	.0154
Darke	584,648	23,692	24.2	32.9	15.5	10.6	.0184
Defiance	470,165	27,376	20.8	31.4	20.2	13.3	.0142
Erie	949,630	26,394	20.3	30.0	19.6	13.5	.0294
Fayette	243,050	18,084	28.8	28.4	10.7	5.9	.0087
Gallia	321,592	20,817	24.7	26.4	15.8	9.5	.0104
Guernsey	418,058	21,589	24.9	28.4	15.9	9.2	.0128
Hancock	968,412	31,339	17.5	27.4	20.9	22.4	.0279
Hardin	300,499	20,996	24.6	29.7	15.2	7.3	.0090
Harrison	165,357	21,641	24.9	28.5	16.6	8.4	.0045
Henry	363,641	28,415	20.1	30.0	20.8	16.5	.0098
Highland	349,455	19,687	27.0	28.2	12.9	8.2	.0107
Hocking	232,041	19,658	27.9	31.2	12.4	5.4	.0073
Holmes	289,724	23,065	25.1	28.7	16.0	12.5	.0091
Huron	647,798	25,928	21.8	31.2	19.2	12.1	.0199
Jackson	275,232	18,411	25.5	27.8	11.8	6.7	.0088
Knox	508,208	22,236	25.6	30.6	14.7	10.1	.0147
☐ Lawrence	655,929	22,769	21.8	27.7	16.8	10.8	.0184
Logan	487,080	23,345	23.6	30.0	16.5	11.5	.0140
Marion	723,351	25,050	21.0	31.9	17.9	11.2	.0223
Meigs	195,980	17,366	26.0	28.3	11.1	4.7	.0062
Mercer	531,213	31,508	17.0	27.7	21.7	21.7	.0144
Monroe	158,947	22,517	21.8	26.4	19.8	8.3	.0043
Morgan	134,720	20,107	26.1	29.5	13.5	7.2	.0036
Morrow	261,462	21,911	26.5	34.0	14.4	6.6	.0074
Muskingum	827,658	20,248	26.5	28.2	14.2	8.1	.0280
Noble	112,648	21,658	24.1	28.4	15.7	9.1	.0032
Ottawa	632,964	33,705	16.6	25.6	20.3	27.5	.0162
Paulding	241,950	28,506	19.1	31.4	21.8	13.9	.0060
Perry	317,604	21,907	25.7	29.7	16.2	9.1	.0086
Pike	241,887	19,538	27.2	25.0	13.7	10.1	.0071
Preble	577,912	32,667	16.6	25.1	21.5	24.8	.0138
Putnam	329,628	24,510	24.1	33.4	17.1	9.3	.0101
Ross	815,226	25,733	21.7	27.8	17.7	15.7	.0235
Sandusky	736,536	26,711	20.3	31.6	20.8	12.4	.0211
Scioto	805,493	19,504	25.9	25.0	14.0	9.9	.0253
Seneca	653,644	25,209	22.8	32.7	19.0	10.0	.0194
Shelby	596,067	30,509	17.1	28.8	22.0	19.5	.0154
Tuscarawas	914,827	22,988	24.5	31.4	16.4	8.8	.0290
Van Wert	386,440	28,555	19.1	30.3	21.2	15.6	.0104
Vinton	106,927	19,484	26.5	26.9	13.4	8.5	.0028
Wayne	1,301,046	28,759	19.3	29.9	20.6	17.5	.0362
Williams	434,624	25,695	21.7	32.1	19.2	10.9	.0125
Wyandot	234,368	23,045	25.5	31.8	16.8	8.7	.0068
TOTAL METRO COUNTIES	**117,122,604**	**28,067**	**19.1**	**26.9**	**19.0**	**18.7**	**3.3698**
TOTAL STATE	**142,855,009**	**27,201**	**19.8**	**27.4**	**18.7**	**17.4**	**4.1227**

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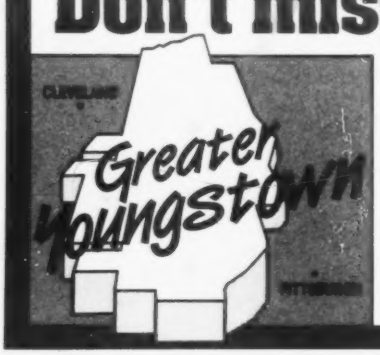

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Oklahoma

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
ENID	**55.7**	**.0222**	**34.3**	**8.6**	**16.1**	**19.5**	**29.4**	**22.0**	**402,420**	**80,599**	**32,988**	**78,578**	**14,050**	**87,693**	**15,266**
Garfield	55.7	.0222	34.3	8.6	16.1	19.5	29.4	22.0	402,420	80,599	32,988	78,578	14,050	87,693	15,266
• Enid	44.5	.0177	34.1	9.2	16.7	19.0	29.5	17.9	387,431	79,138	32,505	78,237	14,046	80,595	14,762
SUBURBAN TOTAL	11.2	.0045	35.4	6.1	14.1	21.7	28.8	4.1	14,989	1,461	483	341	4	7,098	504
LAWTON	**111.2**	**.0443**	**28.3**	**15.2**	**18.8**	**17.9**	**19.6**	**37.5**	**681,609**	**128,902**	**60,276**	**145,317**	**29,605**	**141,510**	**14,095**
Comanche	111.2	.0443	28.3	15.2	18.8	17.9	19.6	37.5	681,609	128,902	60,276	145,317	29,605	141,510	14,095
• Lawton	80.4	.0321	29.3	12.2	19.0	18.4	20.7	29.5	636,847	114,866	57,223	145,317	28,761	136,833	13,194
SUBURBAN TOTAL	30.8	.0122	25.8	23.2	18.2	16.6	16.7	8.0	44,762	14,036	3,053		844	4,677	901
OKLAHOMA CITY	**962.1**	**.3837**	**32.0**	**10.8**	**17.7**	**21.0**	**23.7**	**369.0**	**7,262,762**	**1,421,974**	**753,660**	**891,261**	**329,966**	**1,957,938**	**196,249**
Canadian	75.2	.0300	31.8	7.7	17.6	24.1	20.3	25.9	358,480	94,690	33,769	38,551	14,309	97,506	10,555
Cleveland	176.9	.0706	29.7	14.6	18.8	22.3	17.6	65.0	970,504	193,819	97,604	121,710	29,308	316,609	24,736
Moore	40.9	.0163	29.2	9.2	19.1	23.5	15.5	13.8	247,589	62,108	22,592	41,096	6,425	51,006	5,011
• Norman	81.3	.0324	28.6	20.8	18.5	19.9	18.2	32.4	650,765	95,620	69,486	80,536	20,062	257,688	15,661
Logan	28.9	.0115	32.6	11.9	14.0	20.1	26.6	10.1	95,833	21,307	9,682	10,335	1,087	28,464	4,731
McClain	22.8	.0091	34.4	8.1	15.0	22.0	27.2	8.3	110,383	24,602	9,225	14,232	1,195	27,037	3,640
Oklahoma	599.8	.2392	32.5	10.2	18.0	20.4	25.2	238.0	5,389,288	967,954	563,736	666,122	275,603	1,447,088	138,192
Edmond	52.3	.0209	30.4	10.9	18.0	24.0	17.8	18.8	293,300	72,839	35,107	14,778	7,604	53,476	14,371
Midwest City	52.3	.0209	31.5	10.4	18.1	19.5	24.2	20.4	630,629	138,089	40,425	145,198	13,024	198,939	15,892
• Oklahoma City	444.9	.1774	32.5	10.0	18.5	20.7	24.6	178.7	3,782,700	571,660	419,047	473,261	226,225	1,024,484	91,776
Pottawatomie	58.5	.0233	33.5	10.8	14.1	19.6	28.3	21.7	338,274	119,602	39,644	40,311	8,464	41,234	14,495
• Shawnee	25.9	.0103	33.5	13.2	14.3	16.9	31.0	10.3	280,733	101,793	29,426	35,496	7,477	37,581	13,669
SUBURBAN TOTAL	410.0	.1636	32.1	9.7	16.8	21.9	23.2	147.6	2,548,564	652,901	235,701	301,968	76,202	638,185	75,243
TULSA	**711.0**	**.2835**	**33.0**	**9.4**	**17.0**	**21.9**	**24.8**	**278.1**	**5,239,853**	**1,190,058**	**516,620**	**612,457**	**240,877**	**1,278,907**	**133,865**
Creek	60.7	.0242	34.3	8.4	14.4	21.8	27.2	22.4	210,933	83,965	22,588	14,970	4,605	27,373	8,114
Osage	41.3	.0165	35.0	7.4	14.7	21.7	28.3	15.3	88,147	47,944	3,930	6,304	364	9,293	4,752
Rogers	55.5	.0222	34.0	8.2	14.8	23.7	24.8	20.0	215,688	61,032	19,805	18,022	2,931	52,118	5,660
Tulsa	505.3	.2014	32.7	9.9	17.8	21.6	24.3	203.3	4,633,434	960,909	462,041	557,977	230,861	1,182,995	109,933
Broken Arrow	58.3	.0232	29.5	7.3	19.3	25.1	14.2	19.3	336,034	73,526	29,917	39,897	7,449	99,003	7,968
• Tulsa	368.7	.1470	33.2	10.7	18.0	21.0	25.8	156.0	3,786,492	752,126	383,897	439,748	211,336	989,690	82,936
Wagoner	48.2	.0192	32.9	8.3	15.0	23.8	23.0	17.1	91,651	36,208	8,256	15,184	2,116	7,128	5,407
SUBURBAN TOTAL	342.3	.1365	32.8	7.9	16.1	22.9	23.6	122.1	1,453,361	437,932	132,723	172,709	29,541	289,217	50,930
OTHER COUNTIES															
Adair	18.5	.0073	31.8	9.5	14.2	18.6	26.8	6.4	44,018	21,785	2,050	6,542	298	4,043	284
Alfalfa	6.3	.0026	40.7	7.3	14.7	17.8	39.0	2.4	20,075	5,195	1,051	825	153	5,374	611
Atoka	12.8	.0051	34.9	8.5	15.5	19.5	30.4	4.5	63,057	18,585	2,546	8,010	3,115	11,083	1,672
Beaver	5.9	.0023	36.8	6.0	13.7	20.5	32.0	2.3	18,068	6,100	1,248		189	2,208	341
Beckham	18.5	.0074	34.5	7.4	15.1	18.2	31.0	7.2	110,962	29,704	9,791	15,345	2,887	26,869	2,613
Blaine	11.3	.0045	36.1	7.3	13.5	18.0	33.4	4.4	40,805	14,645	3,731	905	443	3,747	1,438
Bryan	32.2	.0128	34.8	11.7	13.2	18.6	31.1	12.6	160,664	45,269	13,264	23,910	6,102	31,782	3,172
Caddo	29.3	.0117	34.5	8.1	14.0	18.6	30.6	10.8	111,211	36,375	6,600	11,330	2,271	17,277	3,968
Carter	42.5	.0169	35.4	7.3	14.6	19.7	30.9	16.4	298,805	72,593	23,524	38,943	9,788	61,400	9,911
Cherokee	34.3	.0137	32.0	12.5	14.5	18.4	27.3	12.8	161,039	50,467	14,367	18,423	5,172	30,942	2,434
Choctaw	15.3	.0061	36.1	7.7	12.7	17.8	33.5	6.0	64,260	19,361	3,775	9,585	585	14,703	1,873
Cimarron	3.3	.0013	37.5	6.6	12.1	19.8	33.8	1.3	16,666	3,764	1,009		75	2,763	111
Coal	5.8	.0023	36.6	7.8	13.3	18.2	33.9	2.3	14,912	8,078	795	1,761	166	416	721
Cotton	6.6	.0026	37.3	7.8	13.6	18.1	34.8	2.6	19,175	6,498	1,711	1,012	860	2,407	1,102
Craig	14.0	.0056	38.3	7.6	14.3	20.8	33.7	5.2	82,646	21,307	8,385	7,002	2,837	16,625	2,175
Custer	26.6	.0106	29.8	16.0	15.1	17.2	25.0	9.8	175,409	44,375	13,920	16,532	4,285	35,856	9,283
Delaware	28.4	.0114	40.1	7.6	11.8	18.1	38.1	11.1	119,673	35,680	9,689	20,568	5,736	28,633	2,404
Dewey	5.5	.0022	38.3	5.7	13.8	17.9	36.1	2.2	16,394	5,252	862		611	1,007	240
Ellis	4.4	.0017	40.2	4.6	11.4	20.1	37.6	1.8	16,891	5,035	1,090	292	91	4,884	445
Garvin	26.3	.0105	37.3	7.6	13.9	17.9	35.0	10.3	124,792	41,976	9,431	12,301	1,940	14,170	5,174
Grady	41.6	.0166	33.5	8.5	15.4	20.6	27.1	15.5	211,761	55,532	16,766	16,426	7,960	57,018	7,060
Grant	5.6	.0022	39.8	5.3	13.3	17.6	38.5	2.3	14,348	2,849	591		114	4,873	816
Greer	6.5	.0026	40.5	8.6	14.7	16.9	39.6	2.5	15,695	8,567	1,057	617	146	433	1,484
Harmon	3.7	.0015	38.1	7.4	11.8	15.3	38.0	1.4	11,905	4,013	549	398	340	1,129	711
Harper	4.0	.0016	40.1	4.6	13.0	19.3	37.7	1.6	12,834	1,589	612	1,114	370	4,678	1,044
Haskell	10.9	.0043	38.0	7.6	12.4	18.9	35.0	4.3	49,628	11,700	1,592	9,746	307	12,918	1,847
Hughes	12.9	.0052	40.6	6.9	11.6	18.2	38.6	5.2	45,806	16,802	1,767	7,591	457	7,480	1,256
Jackson	28.5	.0113	29.9	11.8	17.3	17.9	23.3	10.4	191,058	32,763	18,356	17,502	5,050	65,105	9,500
Jefferson	6.9	.0028	38.9	7.4	12.7	18.2	36.8	2.8	24,918	9,158	2,057	491	291	3,346	1,480
Johnston	10.0	.0040	35.4	9.6	12.9	18.5	32.0	3.8	26,177	9,237	3,441	29	474	4,539	985
Kay	47.7	.0190	35.8	7.8	14.3	19.7	31.5	18.9	317,692	75,814	24,835	46,360	11,962	51,834	11,947
Kingfisher	13.0	.0052	34.2	6.7	15.9	18.8	29.9	4.9	66,032	18,471	4,591	7,123	457	19,582	3,565
Kiowa	11.3	.0045	38.1	6.9	12.8	16.7	36.8	4.5	45,846	16,488	1,616	4,888	2,527	3,802	2,993
Latimer	10.4	.0041	34.1	10.7	13.3	17.5	31.2	3.7	29,378	15,425	2,228	1,803	648	684	1,254
Le Flore	43.7	.0174	34.4	8.8	14.3	19.9	29.3	16.1	157,704	54,399	9,050	23,134	3,843	23,609	5,447
Lincoln	29.2	.0117	35.0	7.5	14.2	20.2	29.7	10.8	88,666	23,832	9,307	8,953	1,110	11,782	2,017
Love	8.2	.0033	36.3	8.6	14.3	20.8	31.1	3.0	36,175	14,097	1,799	1,153	910	9,512	992
McCurtain	33.4	.0133	33.2	8.9	13.9	19.4	28.1	12.2	186,373	59,713	12,434	31,526	5,265	42,498	5,261
McIntosh	16.8	.0067	42.3	6.9	11.2	17.6	40.8	6.8	88,198	26,265	5,759	8,657	2,419	24,989	4,576
Major	8.0	.0032	37.5	6.2	13.3	19.2	34.2	3.1	44,349	10,744	1,826	2,921	285	15,858	233
Marshall	10.8	.0043	41.0	7.4	12.7	17.4	39.6	4.3	52,564	20,483	4,122	2,187	1,249	1[illegible],380	3,082

OKLA. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Mayes	33.4	.0133	35.7	8.0	13.7	19.7	31.2	12.7
Murray	11.9	.0047	38.3	7.2	12.5	19.7	35.0	4.6
Muskogee	68.0	.0272	34.4	8.7	14.8	19.5	29.5	25.1
Noble	10.9	.0043	35.3	7.5	15.0	19.7	30.7	4.2
Nowata	9.9	.0040	38.7	7.2	12.6	19.3	35.5	4.0
Okfuskee	11.5	.0045	36.3	8.0	14.0	18.9	32.7	4.1
Okmulgee	36.2	.0144	35.7	9.1	13.0	19.2	31.8	13.9
Ottawa	30.3	.0121	37.2	10.5	12.4	18.8	34.0	12.0
Pawnee	15.5	.0061	36.3	7.3	13.7	20.7	31.2	6.0
Payne	61.2	.0244	27.1	25.1	16.4	16.2	20.8	23.7
Pittsburg	40.5	.0162	37.7	7.5	13.8	19.7	34.0	15.9
Pontotoc	34.1	.0136	34.3	12.0	13.7	18.5	30.6	13.3
Pushmataha	10.9	.0044	39.0	7.4	12.0	19.3	35.7	4.3
Roger Mills	4.0	.0015	36.3	6.7	13.5	19.7	22.2	1.5
Seminole	25.0	.0099	36.6	8.2	13.0	18.4	33.6	9.5
☐ Sequoyah	34.1	.0136	33.5	9.3	14.2	20.3	27.6	12.4
Stephens	42.0	.0168	37.2	6.9	13.9	19.5	33.5	16.6
Texas	16.2	.0064	32.9	10.0	14.6	19.8	27.2	6.1
Tillman	10.3	.0042	36.3	8.1	12.4	16.9	34.6	3.9
Washington	47.6	.0190	36.9	7.2	13.9	21.2	31.7	19.1
Washita	11.1	.0044	37.1	6.6	13.7	18.1	34.4	4.3
Woods	8.9	.0036	37.8	12.8	12.2	16.5	36.7	3.7
Woodward	18.6	.0074	33.3	8.0	16.5	20.0	27.2	6.9
TOTAL METRO COUNTIES	**1,874.1**	**.7473**	**32.2**	**10.5**	**17.4**	**21.1**	**24.0**	**719.0**
TOTAL STATE	**3,143.0**	**1.2531**	**33.2**	**10.0**	**15.9**	**20.3**	**27.0**	**1,204.9**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Mayes	179,895	50,396	9,422	18,957	6,777	42,405	3,756
Murray	66,032	17,252	5,192	7,287	1,116	17,986	2,498
Muskogee	419,504	105,350	40,299	58,043	14,914	81,276	11,652
Noble	44,483	13,826	4,577	1,807	186	4,071	1,936
Nowata	29,553	11,486	1,985	4,768	132	3,599	1,210
Okfuskee	38,641	16,913	706	645	385	5,810	3,547
Okmulgee	161,453	41,839	15,400	31,655	3,970	26,475	4,939
Ottawa	182,607	38,395	12,088	21,477	5,154	60,883	9,182
Pawnee	90,878	29,180	7,428	9,041	2,495	29,025	3,055
Payne	339,952	91,381	41,374	45,677	11,755	54,855	11,643
Pittsburg	235,288	59,490	17,732	37,268	6,348	67,136	4,324
Pontotoc	191,106	45,859	16,057	27,819	6,878	37,181	6,569
Pushmataha	54,161	20,117	2,091	4,854	833	7,760	1,350
Roger Mills	8,921	2,826	479	419	84	2,191	939
Seminole	98,334	30,299	9,355	15,012	648	17,927	4,124
☐ Sequoyah	149,682	46,510	14,547	18,464	3,046	19,351	2,317
Stephens	271,701	82,990	14,962	35,152	7,156	70,865	8,091
Texas	86,276	22,701	6,041	4,425	3,240	20,573	3,911
Tillman	29,452	7,594	2,846	4,815	637	4,955	1,397
Washington	349,950	92,615	28,389	56,756	16,908	72,585	8,440
Washita	19,571	7,733	738	791	546	1,619	734
Woods	53,979	10,715	4,314	7,019	2,192	12,909	2,864
Woodward	133,801	36,720	11,158	17,157	7,228	27,990	2,321
TOTAL METRO COUNTIES	**13,736,326**	**2,868,043**	**1,378,091**	**1,746,077**	**617,544**	**3,485,399**	**361,893**
TOTAL STATE	**20,218,493**	**4,683,705**	**1,884,118**	**2,542,826**	**810,834**	**4,849,713**	**578,105**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ENID	**636,588**	**21,867**	**25.3**	**28.7**	**15.4**	**10.2**	**.0202**
Garfield	636,588	21,867	25.3	28.7	15.4	10.2	.0202
• Enid	513,605	21,559	25.7	28.7	15.1	9.9	.0173
SUBURBAN TOTAL	122,983	23,337	23.4	29.1	17.0	11.1	.0029
LAWTON	**1,140,310**	**21,033**	**28.8**	**28.0**	**14.3**	**10.4**	**.0365**
Comanche	1,140,310	21,033	28.8	28.0	14.3	10.4	.0365
• Lawton	824,053	20,902	29.2	27.6	14.6	10.2	.0288
SUBURBAN TOTAL	316,257	21,500	27.1	29.7	13.3	11.1	.0077
OKLAHOMA CITY	**11,560,705**	**23,803**	**23.4**	**28.1**	**16.6**	**13.3**	**.3622**
Canadian	880,655	28,835	18.7	30.1	22.0	14.7	.0245
Cleveland	2,065,796	24,968	22.7	29.5	18.2	12.5	.0597
Moore	453,841	29,026	17.9	38.5	24.4	10.5	.0139
• Norman	965,585	20,881	25.6	25.3	14.6	12.0	.0311
Logan	288,503	21,277	23.9	26.8	14.6	11.6	.0080
McClain	228,937	22,575	21.6	28.6	16.0	10.6	.0069
Oklahoma	7,515,009	23,450	24.0	27.6	15.8	13.9	.2446
Edmond	748,954	30,854	18.4	24.0	18.6	24.9	.0197
Midwest City	645,089	25,441	24.7	30.9	18.4	13.6	.0239
• Oklahoma City	5,507,891	22,569	24.2	26.9	15.2	13.4	.1770
Pottawatomie	581,805	19,933	24.7	25.9	14.6	9.3	.0185
• Shawnee	265,822	18,050	24.6	24.6	12.7	8.5	.0105
SUBURBAN TOTAL	4,821,407	26,221	21.9	30.4	19.0	13.8	.1436
TULSA	**8,805,237**	**24,266**	**22.6**	**28.2**	**16.5**	**13.9**	**.2695**
Creek	674,420	24,033	21.0	27.9	17.7	12.4	.0180
Osage	413,862	21,147	23.1	29.4	13.9	9.2	.0106
Rogers	598,974	25,034	21.1	28.7	19.1	11.8	.0166
Tulsa	6,600,899	24,433	23.1	28.0	16.3	14.7	.2115
Broken Arrow	712,054	31,994	15.5	32.9	26.5	16.3	.0204
• Tulsa	5,046,132	23,451	24.1	27.2	15.1	14.9	.1644
Wagoner	517,082	25,014	19.3	29.4	17.4	12.8	.0128
SUBURBAN TOTAL	3,759,105	25,275	20.5	29.6	18.4	12.6	.1051

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
OTHER COUNTIES							
Adair	123,578	13,475	27.9	23.4	7.5	3.4	.0041
Alfalfa	81,271	24,744	20.9	24.9	15.8	18.1	.0019
Atoka	95,195	13,306	29.4	18.9	7.7	5.4	.0034
Beaver	65,499	22,580	23.2	32.6	12.4	10.8	.0017
Beckham	177,876	17,524	23.8	25.2	12.0	7.8	.0060
Blaine	129,497	21,423	22.3	24.2	15.6	12.6	.0034
Bryan	225,941	12,466	30.6	18.2	6.5	3.8	.0083
Caddo	267,731	17,691	25.4	24.4	10.5	9.8	.0082
Carter	414,226	18,350	24.5	26.3	11.9	8.3	.0142
Cherokee	264,336	14,219	30.4	22.1	7.4	5.2	.0093
Choctaw	117,570	12,816	25.9	20.6	7.9	4.6	.0038
Cimarron	30,143	17,200	31.5	26.1	9.7	6.2	.0011
Coal	39,443	11,655	29.4	18.9	4.0	3.9	.0012
Cotton	53,739	15,468	28.0	25.2	9.7	3.8	.0016
Craig	108,205	15,392	31.5	24.3	7.4	5.1	.0041
Custer	305,149	21,751	22.8	25.2	14.3	14.0	.0093
Delaware	211,147	13,631	32.4	21.8	6.3	4.2	.0074
Dewey	66,967	21,381	23.0	23.3	15.1	14.3	.0015
Ellis	46,608	18,721	27.9	25.5	12.5	9.0	.0014
Garvin	257,048	18,105	25.6	25.2	12.8	7.8	.0079
Grady	380,142	18,013	26.8	25.9	11.5	7.8	.0122
Grant	65,681	21,057	24.5	27.1	13.4	12.2	.0016
Greer	52,216	13,701	26.3	22.1	7.5	5.9	.0016
Harmon	21,956	9,649	29.0	12.3	2.9	4.4	.0008
Harper	40,735	20,424	24.1	30.9	11.2	8.8	.0011
Haskell	88,007	13,916	28.9	19.2	8.3	6.4	.0029
Hughes	97,724	12,775	28.5	20.1	7.0	4.5	.0032
Jackson	251,113	17,063	31.9	25.3	10.1	6.4	.0090
Jefferson	48,634	11,701	28.9	19.2	5.2	3.2	.0017
Johnston	65,017	11,177	28.4	15.2	7.0	4.1	.0021
Kay	568,063	22,795	23.9	27.6	15.7	12.6	.0172

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Kingfisher	139,312	22,748	22.7	31.1	16.4	9.4	.0042
Kiowa	88,621	12,853	27.5	20.3	7.4	4.8	.0029
Latimer	75,536	13,532	26.5	21.5	7.7	5.2	.0024
Le Flore	340,975	15,303	29.8	24.2	8.7	4.8	.0110
Lincoln	269,891	19,525	23.7	28.5	12.9	7.7	.0076
Love	68,348	17,115	25.8	26.1	9.6	7.4	.0023
McCurtain	230,772	13,378	29.5	20.3	8.1	4.0	.0090
McIntosh	137,911	14,459	28.7	22.2	9.5	3.9	.0049
Major	80,836	19,149	27.5	26.9	11.8	9.2	.0024
Marshall	89,421	13,435	30.5	19.9	8.3	4.7	.0031
Mayes	303,086	17,990	27.5	26.0	12.6	6.8	.0099
Murray	100,560	16,590	28.6	26.7	9.6	4.4	.0036
Muskogee	592,069	16,833	25.4	25.2	10.8	7.0	.0207
Noble	120,930	21,408	25.8	27.8	13.0	12.4	.0034
Nowata	102,675	19,946	23.1	29.9	12.6	7.4	.0028
Okfuskee	94,599	15,796	27.0	20.6	11.8	7.7	.0029
Okmulgee	328,478	16,307	26.7	24.2	10.9	7.1	.0103
Ottawa	263,941	16,101	29.9	26.1	9.1	4.8	.0093

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Pawnee	158,148	19,471	25.7	27.7	11.3	9.9	.0050
Payne	629,641	17,039	28.0	22.9	11.8	8.6	.0195
Pittsburg	322,675	14,762	30.1	24.2	7.7	3.8	.0118
Pontotoc	325,287	17,121	24.8	25.1	11.7	7.6	.0105
Pushmataha	77,741	12,098	30.4	18.4	5.2	3.9	.0030
Roger Mills	56,436	24,912	20.9	28.8	13.3	18.8	.0012
Seminole	231,154	17,157	24.8	25.0	11.3	7.8	.0069
☐ Sequoyah	237,251	14,073	32.0	22.6	6.7	3.5	.0086
Stephens	456,725	20,964	24.2	27.9	14.5	9.8	.0144
Texas	182,490	23,357	23.9	31.3	15.7	11.1	.0053
Tillman	72,470	12,176	30.4	18.0	5.0	4.6	.0024
Washington	762,144	31,031	17.5	24.4	18.9	24.8	.0205
Washita	129,094	22,701	23.7	29.0	14.0	13.2	.0029
Woods	104,233	19,461	27.1	26.1	11.6	10.9	.0032
Woodward	229,260	26,421	21.3	27.6	18.1	15.7	.0070
TOTAL METRO COUNTIES	**22,380,091**	**23,512**	**23.6**	**28.1**	**16.2**	**13.1**	**.6970**
TOTAL STATE	**34,306,007**	**20,869**	**24.7**	**26.6**	**14.2**	**11.1**	**1.0765**

Oregon

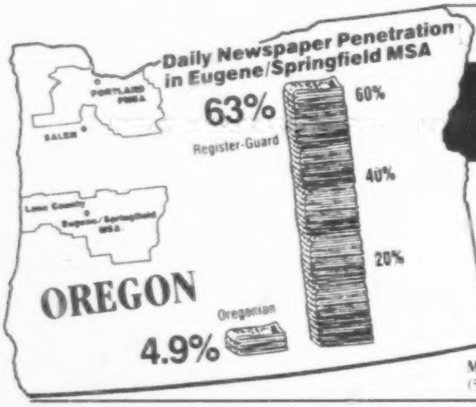
POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
EUGENE-SPRINGFIELD	**284.3**	**.1133**	**34.0**	**11.5**	**15.3**	**23.1**	**25.4**	**111.4**
Lane	284.3	.1133	34.0	11.5	15.3	23.1	25.4	111.4
• Eugene	113.2	.0451	32.4	16.6	16.2	23.0	22.8	46.5
• Springfield	44.9	.0179	30.4	11.7	16.9	20.4	20.9	17.5
SUBURBAN TOTAL	126.2	.0503	37.0	6.9	13.4	24.2	29.2	47.4
MEDFORD	**148.0**	**.0590**	**36.8**	**8.3**	**13.6**	**22.7**	**30.2**	**57.9**
Jackson	148.0	.0590	36.8	8.3	13.6	22.7	30.2	57.9
• Medford	47.5	.0189	35.5	8.6	15.3	21.3	29.4	19.1
SUBURBAN TOTAL	100.5	.0401	37.4	8.1	12.8	23.3	30.6	38.8
PORTLAND	**1,252.0**	**.4991**	**33.9**	**9.2**	**17.3**	**24.2**	**24.0**	**491.8**
Clackamas	282.8	.1127	35.2	7.8	15.0	25.9	24.5	105.0
Multnomah	585.7	.2335	34.2	9.9	18.2	23.4	25.2	242.9
Gresham	68.4	.0273	32.1	9.9	17.7	23.7	21.2	25.8
• Portland	438.7	.1749	34.6	10.1	18.7	23.3	25.9	187.9

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
EUGENE-SPRINGFIELD	**2,237,700**	**441,545**	**225,746**	**284,969**	**108,251**	**531,094**	**72,516**
Lane	2,237,700	441,545	225,746	284,969	108,251	531,094	72,516
• Eugene	1,401,361	211,146	137,686	221,138	82,053	326,119	49,132
• Springfield	348,040	88,557	41,441	51,989	14,920	70,213	11,467
SUBURBAN TOTAL	488,299	141,842	46,619	11,842	11,278	134,762	11,917
MEDFORD	**1,431,958**	**215,745**	**122,361**	**167,497**	**58,470**	**271,765**	**29,411**
Jackson	1,431,958	215,745	122,361	167,497	58,470	271,765	29,411
• Medford	804,183	108,049	75,778	56,985	44,261	196,365	8,843
SUBURBAN TOTAL	627,775	107,696	46,583	110,512	14,209	75,400	20,568
PORTLAND	**10,811,738**	**1,806,560**	**1,189,446**	**1,676,836**	**637,744**	**2,292,246**	**220,611**
Clackamas	2,022,482	432,107	180,019	304,818	71,424	454,203	54,238
Multnomah	5,203,048	804,565	716,350	695,284	367,751	967,850	98,320
Gresham	463,894	64,137	50,455	79,057	14,673	142,362	13,558
• Portland	3,562,576	543,293	507,403	464,784	268,797	579,813	68,687



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ORE. (cont.)

POPULATION

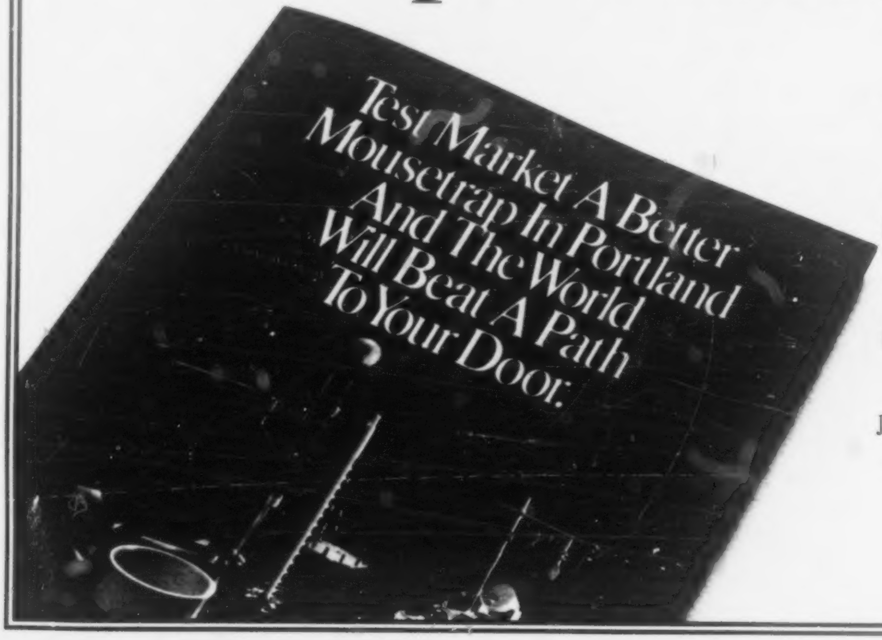
S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Washington	317.2	.1265	32.7	8.9	18.4	24.6	21.1	121.2
Beaverton	54.3	.0216	31.9	9.8	21.9	24.2	19.0	22.5
Yamhill	66.3	.0264	32.8	9.9	15.0	21.6	25.0	22.7
SUBURBAN TOTAL	813.3	.3242	33.6	8.7	16.7	24.7	22.9	303.9
PORTLAND–VANCOUVER CONSOLIDATED AREA	***1,494.3***	***.5957***	***33.8***	***9.1***	***17.3***	***24.1***	***23.7***	***581.8***
SALEM	**280.5**	**.1119**	**33.8**	**9.8**	**15.5**	**21.5**	**26.7**	**102.6**
Marion	230.5	.0919	33.8	9.5	15.9	21.5	26.5	84.3
• Salem	108.7	.0433	33.4	10.7	17.9	21.8	25.4	41.3
Polk	50.0	.0200	34.3	11.2	13.2	21.4	27.6	18.3
SUBURBAN TOTAL	171.8	.0686	34.2	9.1	13.9	21.3	27.6	61.3
OTHER COUNTIES								
Baker	15.2	.0061	38.4	5.8	13.2	20.2	34.5	6.1
Benton	71.0	.0283	29.3	20.6	16.0	21.1	19.7	26.2
Corvallis	44.9	.0179	26.3	28.9	17.3	17.7	17.3	16.8
Clatsop	33.4	.0133	36.1	8.0	14.4	21.8	29.9	13.4
Columbia	37.8	.0151	34.9	7.2	14.2	24.0	25.8	14.0
Coos	60.4	.0241	37.9	6.9	13.6	21.3	33.0	24.2
Crook	14.2	.0057	35.9	7.5	13.6	20.8	30.5	5.5
Curry	19.8	.0079	44.1	5.1	11.4	19.8	42.9	8.5
Deschutes	75.8	.0302	36.0	7.3	15.0	24.3	27.5	29.6
Douglas	95.1	.0379	36.2	7.5	13.7	21.3	30.4	36.0
Gilliam	1.7	.0007	38.0	4.8	14.1	18.6	35.6	.7
Grant	7.8	.0031	36.6	6.2	14.1	22.3	30.1	3.1

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Washington	3,205,427	481,704	254,940	651,214	183,014	742,600	56,260
Beaverton	961,490	117,080	82,129	126,412	69,136	320,031	15,733
Yamhill	380,781	88,184	38,137	25,520	15,555	127,693	11,793
SUBURBAN TOTAL	7,249,162	1,263,267	682,043	1,212,052	368,947	1,712,533	151,924
PORTLAND–VANCOUVER CONSOLIDATED AREA	***12,139,866***	***2,125,553***	***1,345,637***	***1,850,464***	***696,021***	***2,523,811***	***286,117***
SALEM	**1,858,309**	**382,473**	**192,332**	**251,670**	**93,979**	**566,729**	**82,294**
Marion	1,699,304	316,350	173,137	247,823	90,076	345,867	70,222
• Salem	1,166,203	149,974	118,744	204,273	80,410	253,650	41,991
Polk	159,005	66,123	19,195	3,847	3,903	20,862	12,072
SUBURBAN TOTAL	692,106	232,499	73,588	47,397	13,569	113,079	40,303
OTHER COUNTIES							
Baker	78,078	24,359	7,395	2,968	2,475	16,263	2,735
Benton	374,627	85,105	51,831	36,210	21,284	60,697	18,513
Corvallis	349,613	81,589	46,411	34,430	21,033	58,913	16,092
Clatsop	274,882	76,257	47,519	5,973	9,150	36,183	17,930
Columbia	146,790	46,541	15,572	580	6,049	15,855	15,829
Coos	456,833	88,553	43,190	69,087	12,342	103,416	21,411
Crook	57,862	21,005	4,162	1,017	1,583	8,358	3,417
Curry	133,545	43,317	14,058	2,579	6,316	16,147	12,536
Deschutes	681,612	144,059	71,086	55,871	31,575	154,542	35,496
Douglas	632,374	132,043	71,520	86,812	20,224	95,095	33,320
Gilliam	7,087	1,955	1,151			1,077	158
Grant	41,431	15,409	2,463	739	569	7,228	2,933

Cramming on this can improve test results.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POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Harney	7.1	.0028	35.8	6.3	14.4	21.6	29.6	2.8
Hood River	17.0	.0068	34.1	7.7	16.2	21.8	26.8	6.5
Jefferson	13.8	.0055	31.6	8.4	15.2	19.0	25.9	4.8
Josephine	63.5	.0253	39.9	6.3	12.0	21.5	35.9	25.4
Klamath	57.7	.0230	35.0	9.3	14.0	21.4	28.5	22.3
Lake	7.2	.0029	36.4	6.1	13.5	21.5	30.6	2.8
Lincoln	39.3	.0157	40.0	5.7	12.8	21.8	36.2	16.6
Linn	91.6	.0365	34.9	8.6	14.6	21.6	28.3	34.9
Malheur	25.8	.0103	33.8	8.2	12.6	18.6	29.9	9.4
Morrow	7.5	.0030	33.5	7.4	14.1	21.5	26.5	2.9
Sherman	1.9	.0007	37.7	3.8	14.0	20.6	33.7	.8
Tillamook	21.6	.0086	40.7	5.8	12.4	20.1	38.1	8.9
Umatilla	59.1	.0236	33.3	9.3	15.4	20.6	26.7	22.0
Union	23.5	.0094	34.0	10.3	13.1	21.6	27.1	9.0
Wallowa	6.9	.0027	38.3	5.2	12.9	21.3	33.8	2.8
Wasco	21.6	.0086	37.1	6.4	13.3	21.7	31.5	8.6
Wheeler	1.4	.0006	44.1	5.6	9.1	21.6	41.4	.6
TOTAL METRO COUNTIES	**1,964.8**	**.7833**	**34.1**	**9.5**	**16.5**	**23.5**	**25.1**	**763.7**
TOTAL STATE	**2,863.5**	**1.1417**	**34.6**	**9.2**	**15.7**	**22.9**	**26.5**	**1,112.0**

RETAIL SALES BY STORE GROUP

	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Harney	47,766	15,454	4,008	1,096	644	7,033	623
Hood River	117,098	36,585	15,215	4,477	3,274	20,535	5,265
Jefferson	65,603	22,064	7,477	3,469	187	16,262	1,889
Josephine	453,729	89,809	40,024	36,665	20,898	109,787	26,245
Klamath	404,008	88,642	36,176	57,942	24,647	69,132	19,886
Lake	46,906	15,584	5,079	952	273	10,047	3,287
Lincoln	342,523	101,940	52,801	36,312	10,058	34,937	15,049
Linn	579,560	110,915	60,030	86,608	15,809	119,145	29,329
Malheur	214,840	48,005	21,630	21,835	8,216	36,031	7,004
Morrow	18,781	7,059	1,237		225	1,072	1,035
Sherman	11,170	178	2,847	63		110	
Tillamook	114,366	37,551	17,537	3,594	2,599	15,980	5,221
Umatilla	404,459	91,336	41,150	24,119	19,169	100,455	23,818
Union	130,832	29,800	17,351	2,438	5,501	18,941	14,644
Wallowa	38,914	13,984	2,967	233	199	11,833	843
Wasco	196,862	33,548	17,331	29,854	3,587	56,467	10,070
Wheeler	4,692	416	490	108	48	2,096	
TOTAL METRO COUNTIES	**16,339,705**	**2,846,323**	**1,729,885**	**2,380,972**	**898,444**	**3,461,934**	**404,832**
TOTAL STATE	**22,416,935**	**4,267,796**	**2,403,182**	**2,952,573**	**1,125,345**	**4,606,658**	**733,318**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
EUGENE-SPRINGFIELD	**3,256,948**	**22,972**	**23.9**	**29.1**	**15.9**	**11.3**	**.1064**
Lane	3,256,948	22,972	23.9	29.1	15.9	11.3	.1064
• Eugene	1,360,590	20,942	25.1	25.0	14.2	12.8	.0517
• Springfield	442,873	21,158	25.7	32.1	14.2	6.3	.0157
SUBURBAN TOTAL	1,453,485	25,484	21.9	32.3	18.2	11.6	.0390
MEDFORD	**1,644,663**	**21,826**	**26.1**	**30.3**	**14.5**	**9.7**	**.0590**
Jackson	1,644,663	21,826	26.1	30.3	14.5	9.7	.0590
• Medford	556,230	21,882	25.6	29.3	14.8	10.5	.0251
SUBURBAN TOTAL	1,088,433	21,798	26.5	30.6	14.4	9.3	.0339
PORTLAND	**18,374,831**	**29,982**	**19.1**	**26.1**	**19.5**	**22.0**	**.5418**
Clackamas	4,021,230	31,734	17.7	27.6	21.7	22.0	.1136
Multnomah	8,335,274	26,383	21.5	25.8	17.4	18.7	.2521
Gresham	1,019,719	34,540	16.7	24.6	22.8	26.5	.0277
• Portland	6,171,200	24,421	22.8	25.6	15.7	17.2	.1823
Washington	5,300,476	36,320	15.0	24.5	21.9	30.3	.1542
Beaverton	941,400	34,820	16.3	24.7	21.0	28.7	.0337
Yamhill	717,851	25,274	21.8	29.9	17.9	13.6	.0219
SUBURBAN TOTAL	12,203,631	33,217	16.9	26.3	21.8	25.0	.3595
PORTLAND-VANCOUVER CONSOLIDATED AREA	***21,520,121***	***29,920***	***19.0***	***26.2***	***19.6***	***21.7***	***.6281***
SALEM	**2,887,945**	**21,833**	**26.1**	**29.9**	**14.9**	**9.5**	**.0946**
Marion	2,397,793	21,913	26.3	29.7	14.7	10.0	.0809
• Salem	1,160,200	20,600	27.2	28.4	13.1	10.0	.0446
Polk	490,152	21,498	25.1	30.2	16.0	7.4	.0137
SUBURBAN TOTAL	1,727,745	22,674	25.3	30.7	16.2	9.2	.0500
OTHER COUNTIES							
Baker	139,224	17,740	28.9	26.7	12.1	5.4	.0046
Benton	[illegible],822	26,955	22.2	23.9	17.4	20.7	.0255
Corvallis	577,483	23,114	24.8	23.3	15.5	17.2	.0176

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Clatsop	361,119	20,088	27.2	27.1	13.7	9.4	.0123
Columbia	412,479	25,221	21.5	31.3	18.7	10.5	.0114
Coos	644,323	21,406	26.3	30.2	15.5	7.7	.0216
Crook	134,122	18,976	30.5	29.6	12.6	4.7	.0040
Curry	205,614	18,450	29.6	27.5	11.4	6.8	.0067
Deschutes	854,292	23,009	25.6	30.9	16.1	9.9	.0295
Douglas	954,368	22,119	24.5	33.7	14.6	7.2	.0318
Gilliam	22,207	24,533	26.1	28.1	19.7	12.7	.0005
Grant	77,081	20,054	28.7	31.5	12.5	6.1	.0025
Harney	76,890	22,831	24.5	34.5	15.4	8.1	.0024
Hood River	177,407	20,891	27.8	28.0	14.7	9.1	.0059
Jefferson	146,920	24,609	24.9	31.2	17.5	12.0	.0043
Josephine	595,084	17,987	29.8	27.4	11.3	5.9	.0211
Klamath	575,591	20,599	25.8	29.4	14.7	7.3	.0196
Lake	70,853	21,175	27.2	30.9	15.4	6.4	.0023
Lincoln	488,415	22,146	26.0	27.1	15.1	12.2	.0158
Linn	965,010	22,657	24.7	30.5	16.0	9.4	.0307
Malheur	248,491	20,228	27.8	28.7	12.6	9.3	.0092
Morrow	102,366	29,818	21.2	25.5	20.5	21.4	.0024
Sherman	24,066	23,882	24.4	28.5	17.6	13.1	.0006
Tillamook	220,347	18,719	30.2	27.4	12.2	6.9	.0067
Umatilla	668,928	23,964	24.8	30.3	16.8	12.3	.0210
Union	251,791	22,116	24.5	28.6	16.2	9.8	.0077
Wallowa	62,531	17,378	31.1	28.3	8.3	6.4	.0021
Wasco	230,868	22,161	24.1	31.9	13.1	8.8	.0083
Wheeler	8,387	9,590	28.5	13.7	4.2	1.0	.0003
TOTAL METRO COUNTIES	**26,164,387**	**26,804**	**21.3**	**27.3**	**18.0**	**17.8**	**.8018**
TOTAL STATE	**35,841,983**	**25,082**	**22.7**	**28.0**	**17.0**	**15.3**	**1.1126**

Pennsylvania

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
ALLENTOWN–BETHLEHEM–EASTON	**692.3**	**.2761**	**35.5**	**9.7**	**16.2**	**21.2**	**29.5**	**262.1**
Carbon	57.3	.0229	37.7	8.3	14.9	19.7	34.1	22.2
Lehigh	293.1	.1169	35.8	9.2	16.7	21.4	29.9	113.7
• Allentown	105.8	.0422	34.0	11.2	18.6	18.1	30.0	43.1
Northampton	249.6	.0995	35.1	10.9	15.6	21.2	28.9	91.9
• Bethlehem	72.1	.0287	34.2	15.0	15.4	18.2	30.5	27.5
• Easton	26.5	.0106	30.6	16.7	17.6	17.1	25.2	9.5
Warren, N. J.	*92.3*	*.0368*	*34.5*	*8.8*	*17.2*	*22.6*	*26.5*	*34.3*
SUBURBAN TOTAL	487.9	.1946	36.3	8.2	15.8	22.7	29.4	182.0
ALTOONA	**130.3**	**.0519**	**36.4**	**9.0**	**14.4**	**20.2**	**31.8**	**50.2**
Blair	130.3	.0519	36.4	9.0	14.4	20.2	31.8	50.2
• Altoona	51.8	.0207	36.2	9.4	14.6	18.8	32.7	20.7
SUBURBAN TOTAL	78.5	.0312	36.6	8.7	14.2	21.1	31.3	29.5
BEAVER COUNTY	**185.0**	**.0738**	**37.3**	**8.3**	**14.9**	**20.0**	**33.3**	**71.5**
Beaver	185.0	.0738	37.3	8.3	14.9	20.0	33.3	71.5
SUBURBAN TOTAL	185.0	.0738	37.3	8.3	14.9	20.0	33.3	71.5
ERIE	**275.1**	**.1097**	**32.9**	**11.7**	**15.3**	**19.9**	**26.9**	**101.4**
Erie	275.1	.1097	32.9	11.7	15.3	19.9	26.9	101.4
• Erie	108.5	.0433	32.6	12.1	16.4	17.6	28.5	42.0
Millcreek Township	46.7	.0186	36.0	8.4	15.4	22.6	29.0	18.3
SUBURBAN TOTAL	166.6	.0664	33.2	11.4	14.6	21.4	25.9	59.4
HARRISBURG–LEBANON–CARLISLE	**591.5**	**.2358**	**34.9**	**10.3**	**16.2**	**21.8**	**28.1**	**227.6**
Cumberland	196.9	.0785	34.7	12.5	15.6	22.0	27.7	74.1
• Carlisle	18.6	.0074	33.8	19.3	14.1	18.2	30.1	7.3
Dauphin	238.5	.0951	35.1	9.2	17.2	21.6	28.4	95.5
• Harrisburg	52.5	.0209	31.8	10.4	18.2	19.9	24.4	21.6

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ALLENTOWN–BETHLEHEM–EASTON	**5,190,601**	**1,095,358**	**440,006**	**537,794**	**243,540**	**1,156,823**	**178,780**
Carbon	251,124	65,619	23,779	8,375	8,659	66,137	13,003
Lehigh	2,776,906	483,187	232,132	381,972	160,672	561,549	87,306
• Allentown	1,070,333	232,721	104,523	101,182	47,041	245,250	40,485
Northampton	1,419,154	385,310	132,765	104,074	47,641	351,566	50,224
• Bethlehem	462,384	131,449	51,349	27,062	26,010	83,859	19,977
• Easton	263,351	85,740	24,490	5,829	23,312	47,374	9,489
Warren, N. J.	*743,417*	*161,242*	*51,330*	*43,373*	*26,568*	*177,571*	*28,247*
SUBURBAN TOTAL	3,394,533	645,448	259,444	403,721	147,177	780,340	108,829
ALTOONA	**994,442**	**243,249**	**82,275**	**142,690**	**60,763**	**219,993**	**38,281**
Blair	994,442	243,249	83,275	142,690	60,763	219,993	38,281
• Altoona	530,599	130,450	46,843	82,032	34,939	118,423	19,330
SUBURBAN TOTAL	463,843	112,799	36,432	60,658	25,824	101,570	18,951
BEAVER COUNTY	**927,556**	**225,939**	**87,633**	**166,680**	**40,830**	**173,979**	**43,383**
Beaver	927,556	225,939	87,633	166,680	40,830	173,979	43,383
SUBURBAN TOTAL	927,556	225,939	87,633	166,680	40,830	173,979	43,383
ERIE	**1,812,577**	**404,625**	**191,226**	**231,088**	**103,993**	**403,586**	**83,004**
Erie	1,812,577	404,625	191,226	231,088	103,993	403,586	83,004
• Erie	726,910	200,479	86,014	61,035	36,652	147,359	34,313
Millcreek Township	562,223	60,050	50,376	130,357	53,765	123,441	28,642
SUBURBAN TOTAL	1,085,667	204,146	105,212	170,053	67,341	256,227	48,691
HARRISBURG–LEBANON–CARLISLE	**4,938,302**	**795,832**	**395,028**	**542,915**	**235,022**	**1,305,703**	**141,858**
Cumberland	1,901,195	304,001	158,298	234,094	74,266	365,813	53,241
• Carlisle	383,348	68,958	31,043	45,876	12,373	59,401	13,445
Dauphin	1,941,071	301,790	165,724	210,709	106,629	574,057	62,874
• Harrisburg	570,618	97,649	38,513	59,172	23,061	189,197	20,227

TESTING

YOUR NEXT MEDIA BUY...

TRUE OR FALSE: – The four-county Allentown-Bethlehem-Easton metro area is not covered in a Philadelphia-only media buy. ☐ **TRUE** ☐ **FALSE**

Located just 62 miles north of Philadelphia, the Allentown-Bethlehem-Easton metro area is the state's third most affluent market with an E.B.I. of more than $9 billion. Yet, no Philadelphia daily newspaper reaches more than 2 percent of this market. Improve your sales in America's fourth-largest ADI. Make your statement in the tested, leading newspaper for the Allentown-Bethlehem-Easton market.

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Represented nationally by Newspapers First.

Sources: Sales & Marketing Management (Survey of Buying Power, 1990) Scarborough Report, 1990

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POPULATION

RETAIL SALES BY STORE GROUP

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Lebanon	114.4	.0456	35.4	9.3	15.6	21.0	29.5	42.9	909,107	142,394	63,048	91,894	46,250	308,312	22,427
• Lebanon	24.9	.0099	34.7	9.9	17.0	18.1	31.3	10.5	339,797	77,163	27,627	14,954	17,042	117,169	13,357
Perry	41.7	.0166	33.4	8.9	16.5	23.1	24.4	15.1	186,929	47,647	7,958	6,218	7,877	57,521	3,316
SUBURBAN TOTAL	495.5	.1976	35.3	10.0	16.2	22.2	28.2	188.2	3,644,539	552,062	297,845	422,913	182,546	939,936	94,829
JOHNSTOWN	**239.7**	**.0956**	**37.3**	**8.8**	**13.9**	**20.0**	**33.3**	**91.0**	**1,324,692**	**319,432**	**110,527**	**128,279**	**55,490**	**301,806**	**69,276**
Cambria	161.7	.0645	37.6	9.1	13.6	19.8	34.0	61.5	937,738	236,492	78,240	106,016	39,336	182,858	52,879
• Johnstown	27.9	.0111	40.0	8.5	13.5	17.3	38.9	12.4	244,927	74,357	22,645	16,588	13,684	47,619	11,440
Somerset	78.0	.0311	36.5	8.1	14.6	20.0	32.1	29.5	386,934	82,940	32,287	22,263	16,154	118,148	16,497
SUBURBAN TOTAL	211.8	.0845	37.0	8.8	14.0	20.1	32.7	78.6	1,079,765	245,075	87,882	111,691	41,806	253,387	57,936
LANCASTER	**429.6**	**.1713**	**32.8**	**10.4**	**16.4**	**20.4**	**26.1**	**153.5**	**3,276,037**	**677,983**	**306,696**	**287,793**	**212,936**	**764,555**	**102,871**
Lancaster	429.6	.1713	32.8	10.4	16.4	20.4	26.1	153.5	3,276,037	677,983	306,696	287,793	212,936	764,555	102,871
• Lancaster	56.4	.0225	30.1	14.0	18.6	17.9	23.0	21.5	672,007	62,426	51,001	145,970	49,895	118,145	25,384
SUBURBAN TOTAL	373.2	.1488	33.3	9.9	16.0	20.8	26.5	132.0	2,604,030	615,357	255,695	141,823	163,041	646,110	77,487
PHILADELPHIA	**4,886.9**	**1.9484**	**33.8**	**10.2**	**17.2**	**20.8**	**27.2**	**1,788.4**	**36,033,312**	**7,596,047**	**3,275,217**	**3,913,622**	**1,808,862**	**7,868,028**	**1,219,476**
Bucks	548.7	.2188	33.8	9.0	17.4	23.3	24.5	193.2	4,962,012	967,295	381,737	522,138	227,429	1,450,941	120,711
Bensalem Township	57.6	.0230	31.6	9.7	20.6	23.0	19.9	21.3	718,690	151,224	59,868	154,407	33,046	137,812	13,634
Bristol Township	57.9	.0231	32.0	9.7	18.7	20.1	24.4	19.6	232,781	59,105	23,878	3,309	13,303	44,627	17,189
Middletown Township	43.7	.0174	33.3	8.5	17.7	23.3	23.6	14.7	371,830	26,422	25,655	86,517	27,182	90,493	11,304
Chester	383.6	.1529	33.9	9.8	16.9	23.8	24.3	135.9	2,597,255	564,090	226,102	147,981	137,776	786,036	79,255
Delaware	548.9	.2188	34.7	10.5	16.6	19.8	29.7	201.9	4,369,373	916,415	379,135	431,301	224,354	816,426	165,464
Chester	42.0	.0167	30.4	12.9	16.2	17.1	25.5	14.6	137,653	33,170	13,842	1,693	2,446	39,964	5,923
Haverford Township	50.0	.0199	36.9	10.0	14.9	20.9	32.0	17.8	214,327	41,567	21,837	17,654	14,167	38,059	6,969
Upper Darby Township	81.4	.0325	34.0	9.4	20.0	18.6	29.3	32.8	483,459	169,090	38,532	5,685	22,586	62,602	40,685
Montgomery	682.3	.2721	36.0	8.8	17.0	21.8	29.7	256.6	7,357,913	1,368,005	560,114	1,011,029	410,556	1,576,102	219,244
Abington Township	56.7	.0226	38.9	7.5	15.1	19.8	35.6	21.7	662,673	135,728	34,633	131,642	27,942	167,523	20,752
Lower Merion Township	58.4	.0233	40.4	10.3	11.2	23.2	35.4	22.7	956,720	155,206	59,491	66,892	45,812	262,685	25,670
• Norristown	30.9	.0123	33.2	10.0	20.4	18.4	28.0	12.2	246,799	78,540	16,615	12,281	8,747	73,818	13,252

We treat Madison Avenue like it's Main Street.

Our national advertiser rates are a lot closer to our local rates than you expect. And we help you reach the entire metro market with one of the lowest CPMs, because you can reach up to 85 percent of metro Harrisburg's mainstream adults in a single issue. Want to know more? Call Bob Cobaugh, our national advertising manager, at (717) 255-8203. He'll treat you like you were a Harrisburger yourself.

The Patriot-News

Harrisburg, Pa. It's a buyer's market.

A Newhouse Newspaper

PA. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Philadelphia	1,584.8	.6318	33.4	11.5	17.2	18.7	28.5	602.8	7,741,383	1,874,274	1,023,836	778,620	311,188	1,063,426	436,676
• Philadelphia	1,584.8	.6318	33.4	11.5	17.2	18.7	28.5	602.8	7,741,383	1,874,274	1,023,836	778,620	311,188	1,063,426	436,676
Burlington, N. J.	399.1	.1591	33.1	10.5	18.0	22.2	24.3	138.0	3,386,918	649,715	260,058	348,118	150,477	1,126,442	94,580
Camden, N. J.	506.7	.2020	32.8	9.6	17.7	21.0	25.1	180.2	3,728,767	889,088	316,565	416,525	263,072	532,438	150,683
• Camden	88.2	.0352	26.1	12.3	17.0	16.6	18.2	26.8	182,671	49,905	25,152	6,100	2,977	6,062	16,208
Cherry Hill Township	69.9	.0279	38.7	8.0	13.6	23.4	32.4	24.7	1,222,338	204,740	92,522	195,242	101,462	254,487	26,811
Gloucester Township	54.2	.0216	31.4	9.5	19.4	23.4	19.7	18.7	175,841	104,880	9,316	6,350	3,842	2,816	2,417
Gloucester, N. J.	232.8	.0929	32.4	10.1	17.4	22.1	23.4	79.8	1,889,691	367,165	127,660	257,910	84,010	516,217	52,863
Washington Township	42.5	.0169	31.0	9.1	16.9	26.6	16.6	13.3	307,708	61,455	21,218	12,316	9,176	136,582	8,644
SUBURBAN TOTAL	3,183.0	1.2691	34.3	9.6	17.2	22.1	26.6	1,146.6	27,862,459	5,593,328	2,209,614	3,116,621	1,485,950	6,724,722	853,340
PHILADELPHIA–WILMINGTON–TRENTON CONSOLIDATED AREA	5,937.9	2.3674	33.7	10.4	17.3	21.0	26.8	2,168.4	44,600,863	9,264,589	4,010,925	4,934,865	2,268,451	9,893,380	1,629,671
PITTSBURGH	2,047.2	.8163	37.2	9.2	15.6	20.6	32.7	816.1	14,183,572	2,906,148	1,464,175	1,814,435	757,207	3,165,374	558,969
Allegheny	1,330.0	.5303	37.0	9.6	16.3	20.3	32.5	538.6	9,786,382	1,878,359	1,084,733	1,313,518	559,869	2,120,014	397,239
• McKeesport	25.9	.0103	38.9	8.7	13.9	16.8	37.9	10.5	151,051	47,809	14,181	12,319	6,530	27,470	9,081
Penn Hills Township	51.2	.0204	37.9	8.4	15.4	21.1	33.4	19.7	221,453	83,939	23,883	17,829	8,082	27,194	13,230
• Pittsburgh	368.1	.1468	34.7	13.8	16.7	17.9	31.6	152.7	2,870,604	594,160	413,046	294,263	145,399	544,801	121,823
Fayette	144.5	.0576	37.2	8.6	14.0	20.0	33.1	55.8	933,906	256,946	74,172	113,640	35,361	172,101	34,228
Washington	203.6	.0812	37.7	9.2	14.2	20.8	33.1	78.1	1,188,004	298,745	102,031	102,883	56,916	311,477	36,447
Westmoreland	369.1	.1472	37.9	8.4	14.6	21.4	33.0	143.6	2,275,280	472,098	203,239	284,394	105,161	561,782	91,055
Hempfield Township	42.5	.0169	37.4	8.5	14.7	23.7	30.3	15.5	300,153	2,087	12,873	113,160	11,329	106,497	6,897
SUBURBAN TOTAL	1,653.2	.6592	37.7	8.2	15.4	21.2	32.9	652.9	11,161,917	2,264,179	1,036,948	1,507,853	605,378	2,593,100	428,065
PITTSBURGH–BEAVER VALLEY CONSOLIDATED AREA	2,232.2	.8901	37.2	9.2	15.5	20.5	32.8	887.6	15,111,128	3,132,087	1,551,808	1,981,115	798,137	3,339,353	602,352
READING	338.8	.1351	35.5	9.8	15.9	20.7	30.2	128.5	2,563,704	484,514	237,976	308,193	156,742	533,748	73,916
Berks	338.8	.1351	35.5	9.8	15.9	20.7	30.2	128.5	2,563,704	484,514	237,976	308,193	156,742	533,748	73,916
• Reading	78.9	.0315	32.4	11.8	17.2	16.5	29.0	31.6	559,536	118,977	63,841	5,239	27,174	144,884	19,152
SUBURBAN TOTAL	259.9	.1036	36.5	9.2	15.6	21.7	30.6	96.9	2,004,168	365,537	174,135	302,954	129,568	388,864	54,764

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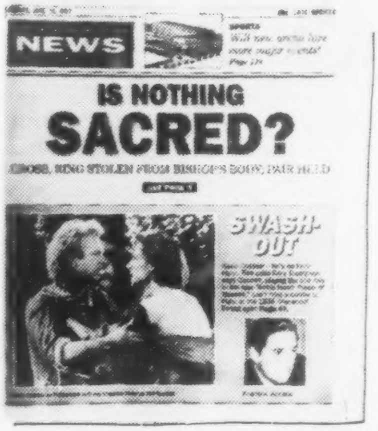
U.S. armada takes 6,000 out of Subic
Sanctions could be canceled



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POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
SCRANTON–WILKES-BARRE	**736.3**	**.2935**	**37.1**	**10.2**	**14.4**	**19.9**	**33.1**	**281.4**	**5,316,827**	**1,105,643**	**474,215**	**691,152**	**233,627**	**1,018,689**	**221,406**
Columbia	63.3	.0252	34.2	15.1	13.9	19.3	29.6	23.5	408,322	78,974	37,878	42,577	12,208	81,975	14,370
Lackawanna	218.5	.0871	37.9	9.9	14.0	19.2	34.7	84.3	1,653,292	347,396	151,711	249,341	66,317	307,893	84,449
• Scranton	81.6	.0325	37.5	11.6	14.2	17.1	36.0	32.6	756,343	142,370	56,175	157,983	27,205	142,908	36,204
Luzerne	327.5	.1306	38.5	9.4	14.2	19.6	35.3	128.2	2,238,927	465,876	198,998	310,279	113,413	432,129	90,507
• Hazleton	24.7	.0098	41.1	8.8	14.0	17.4	39.8	10.6	249,977	60,654	18,381	59,342	13,002	39,354	11,124
• Wilkes-Barre	47.4	.0189	37.3	12.7	14.1	16.8	35.9	19.4	574,714	93,589	48,834	129,518	44,227	52,615	20,867
Monroe	98.7	.0393	34.0	10.1	16.4	21.9	26.5	35.3	877,900	184,238	73,881	79,637	37,359	161,849	27,521
Wyoming	28.3	.0113	33.1	10.3	14.7	22.0	25.2	10.1	138,386	29,159	11,747	9,318	4,330	34,843	4,559
SUBURBAN TOTAL	582.6	.2323	36.8	9.9	14.5	20.6	32.1	218.8	3,735,793	809,030	350,825	344,309	149,193	783,812	153,211
SHARON	**120.5**	**.0481**	**36.6**	**10.1**	**14.0**	**19.7**	**32.6**	**45.4**	**703,350**	**147,059**	**62,799**	**90,125**	**45,431**	**170,681**	**29,963**
Mercer	120.5	.0481	36.6	10.1	14.0	19.7	32.6	45.4	703,350	147,059	62,799	90,125	45,431	170,681	29,963
• Sharon	17.4	.0069	36.7	9.0	14.9	18.3	34.0	7.1	181,882	17,474	10,600	49,851	18,023	40,420	3,756
SUBURBAN TOTAL	103.1	.0412	36.6	10.3	13.9	19.7	32.4	38.3	521,468	129,585	52,199	40,274	27,408	130,261	26,207
STATE COLLEGE	**124.6**	**.0497**	**27.1**	**27.9**	**16.5**	**17.3**	**19.7**	**43.0**	**822,998**	**156,976**	**95,649**	**89,139**	**46,132**	**162,633**	**27,632**
Centre	124.6	.0497	27.1	27.9	16.5	17.3	19.7	43.0	822,998	156,976	95,649	89,139	46,132	162,633	27,632
• State College	39.2	.0156	22.7	65.4	12.2	7.1	8.9	11.0	453,356	88,859	58,503	82,140	24,771	85,739	12,204
SUBURBAN TOTAL	85.4	.0341	33.2	10.7	18.6	22.0	24.6	32.0	369,642	68,117	37,146	6,999	21,361	76,894	15,428
WILLIAMSPORT	**119.1**	**.0474**	**34.9**	**9.7**	**15.3**	**20.5**	**29.4**	**45.1**	**894,501**	**188,770**	**65,622**	**96,328**	**41,343**	**207,439**	**33,036**
Lycoming	119.1	.0474	34.9	9.7	15.3	20.5	29.4	45.1	894,501	188,770	65,622	96,328	41,343	207,439	33,036
• Williamsport	32.0	.0128	31.6	14.3	16.4	17.5	26.9	12.6	360,686	88,605	20,988	28,446	21,963	69,332	11,286
SUBURBAN TOTAL	87.1	.0346	36.2	8.0	15.0	21.7	30.2	32.5	533,815	100,165	44,634	67,882	19,380	138,107	21,750
YORK	**421.6**	**.1680**	**34.4**	**9.7**	**16.7**	**22.1**	**27.0**	**158.2**	**3,106,979**	**585,727**	**259,394**	**295,396**	**140,467**	**657,098**	**80,153**
Adams	79.1	.0315	33.6	11.0	16.0	20.8	27.0	28.4	327,287	90,032	49,341	17,180	16,743	81,572	8,865
York	342.5	.1365	34.6	9.4	16.8	22.4	27.0	129.8	2,779,692	495,695	210,053	278,216	123,724	575,526	71,288
• York	42.6	.0170	31.2	12.0	18.6	17.9	25.1	17.1	318,612	41,452	36,715	16,362	18,098	77,901	12,764
SUBURBAN TOTAL	379.0	.1510	34.8	9.4	16.5	22.5	27.2	141.1	2,788,367	544,275	222,679	279,034	122,369	579,197	67,389

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PA. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
Armstrong	73.2	.0292	36.8	8.3	14.9	20.0	32.6	28.2	333,208	82,968	26,061	33,525	11,636	77,689	16,263
Bedford	48.0	.0191	35.8	8.9	14.7	20.1	31.1	18.1	325,448	45,056	36,510	12,125	10,754	74,672	10,586
Bradford	61.0	.0243	34.7	8.3	14.8	20.7	28.9	22.5	389,305	73,815	25,645	30,242	9,530	120,292	18,222
Butler	152.5	.0608	34.0	10.7	15.9	21.5	26.9	55.5	933,830	200,457	85,021	119,523	54,600	206,356	25,813
Cameron	5.9	.0023	37.5	7.5	13.2	19.6	34.0	2.4	29,660	9,061	2,667	541	744	6,085	1,260
Clarion	41.6	.0166	32.3	16.5	13.6	18.3	28.0	15.0	209,625	57,147	20,633	17,416	7,605	38,403	10,034
Clearfield	77.8	.0310	35.8	8.7	14.8	19.8	31.4	29.7	578,464	141,714	37,331	46,250	21,084	140,971	16,533
Clinton	37.1	.0148	35.0	13.2	13.2	19.0	31.0	13.8	281,247	57,930	17,135	18,779	9,817	95,295	9,167
Crawford	85.9	.0343	34.7	10.3	13.9	20.4	29.2	32.1	469,244	82,042	52,438	51,849	20,420	114,663	19,036
Elk	34.6	.0138	35.6	8.3	15.1	19.3	31.5	13.0	160,992	44,385	13,145	11,574	6,717	26,857	10,396
Forest	4.8	.0019	40.9	7.2	11.7	19.4	38.2	1.9	14,190	4,429	1,752	623	114	2,247	
Franklin	121.8	.0486	35.2	9.7	15.5	21.3	29.0	46.0	752,857	147,694	65,382	89,773	35,171	175,965	28,432
Fulton	14.0	.0056	34.2	9.3	14.9	20.7	28.1	5.2	58,743	11,178	4,365	772	1,436	15,414	3,770
Greene	39.4	.0157	35.3	9.7	13.9	20.9	29.7	14.6	169,541	48,980	12,076	11,266	5,220	52,336	8,809
Huntingdon	44.3	.0177	34.5	11.5	15.5	21.2	28.0	15.6	185,132	57,278	15,246	12,634	4,136	33,210	6,609
Indiana	89.8	.0358	31.8	17.0	13.8	19.1	26.5	31.6	537,898	128,512	45,413	76,752	21,961	142,590	20,085
Jefferson	45.9	.0183	36.0	8.4	14.7	19.1	32.2	17.5	244,979	62,844	16,007	12,174	11,990	59,694	11,250
Juniata	20.8	.0083	34.7	9.0	15.5	20.4	29.2	7.7	82,739	24,036	4,625	980	2,421	34,018	2,880
Lawrence	95.7	.0381	37.6	9.1	13.6	19.7	34.0	36.1	542,576	124,650	47,848	46,651	19,231	133,559	22,962
McKean	46.8	.0187	36.1	8.9	14.6	19.9	31.7	17.7	235,270	66,413	26,083	14,374	5,813	64,424	13,203
Mifflin	46.2	.0184	35.9	9.2	14.5	20.2	31.1	17.7	288,330	70,210	23,025	27,406	12,096	63,273	8,256
Montour	17.7	.0070	35.4	8.3	16.6	19.9	30.7	6.5	78,637	26,107	9,796	1,133	4,593	11,436	6,244
Northumberland	96.6	.0386	38.0	8.2	14.2	19.7	34.5	38.7	542,363	142,923	41,009	47,007	32,258	126,042	26,861
Pike	29.2	.0117	36.1	6.4	16.6	20.6	31.1	11.0	99,829	26,170	11,229	1,660	3,068	10,827	436
Potter	16.7	.0066	35.9	7.6	13.5	20.1	31.2	6.2	80,132	23,866	4,415	803	2,129	24,711	3,407
Schuylkill	152.0	.0606	38.8	8.5	14.1	19.3	35.9	60.5	842,642	211,341	68,326	110,225	30,739	147,854	54,296
Snyder	36.9	.0148	32.7	12.6	15.4	20.3	26.1	12.8	308,426	45,344	31,084	63,133	11,800	71,511	9,427
Sullivan	6.1	.0024	38.3	9.4	13.2	17.2	36.8	2.3	29,047	6,559	3,116	1,931	604	10,669	1,657
Susquehanna	40.7	.0162	35.0	7.8	15.2	20.6	29.4	15.0	159,212	39,402	10,700	11,847	2,772	48,453	5,566
Tioga	41.1	.0164	34.3	11.7	13.7	19.5	29.6	15.0	196,335	47,618	21,764	15,681	5,433	43,928	8,733
Union	36.4	.0145	32.4	16.0	14.4	20.7	25.6	11.8	169,066	44,168	29,658	6,964	7,499	33,302	10,713
Venango	58.9	.0235	36.0	7.7	14.8	21.0	30.5	22.2	329,717	73,774	25,771	54,598	11,737	70,890	12,771
Warren	44.9	.0179	36.5	7.7	14.7	21.3	31.0	17.2	658,167	60,652	22,473	22,663	8,460	62,799	9,750
Wayne	40.5	.0161	36.5	8.0	14.6	20.4	31.7	14.9	332,467	79,483	23,621	17,192	14,074	57,313	10,837
TOTAL METRO COUNTIES	**10,107.6**	**4.0299**	**35.1**	**10.2**	**16.1**	**20.6**	**29.6**	**3,831.1**	**72,340,657**	**14,866,092**	**6,793,815**	**8,269,703**	**3,658,358**	**15,756,667**	**2,675,731**
TOTAL STATE	**11,912.4**	**4.7495**	**35.2**	**10.1**	**15.9**	**20.5**	**29.8**	**4,507.1**	**82,989,975**	**17,234,298**	**7,675,185**	**9,259,769**	**4,066,020**	**18,154,415**	**3,099,995**

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EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ALLENTOWN–BETHLEHEM–EASTON	**9,973,167**	**30,117**	**18.4**	**26.5**	**20.5**	**21.1**	**.2840**
Carbon	663,827	23,762	24.8	31.0	15.9	11.1	.0182
Lehigh	4,649,220	32,708	16.8	24.5	21.2	25.3	.1359
• Allentown	1,518,973	26,763	20.4	25.0	18.4	18.9	.0479
Northampton	3,219,167	28,084	19.4	28.1	20.5	16.5	.0895
• Bethlehem	943,993	26,043	20.6	25.0	18.9	16.7	.0269
• Easton	262,799	19,597	25.1	27.3	12.8	9.1	.0102
Warren, N. J.	*1,440,953*	*33,133*	*16.9*	*25.7*	*20.9*	*25.9*	*.0404*
SUBURBAN TOTAL	7,247,402	31,896	17.3	27.0	21.6	22.9	.1990
ALTOONA	**1,532,759**	**23,794**	**24.0**	**29.6**	**17.3**	**11.3**	**.0488**
Blair	1,532,759	23,794	24.0	29.6	17.3	11.3	.0488
• Altoona	600,424	22,068	24.9	28.2	15.4	10.9	.0215
SUBURBAN TOTAL	932,335	24,891	23.3	30.6	18.6	11.6	.0273
BEAVER COUNTY	**2,338,105**	**27,665**	**18.8**	**29.7**	**21.0**	**13.5**	**.0635**
Beaver	2,338,105	27,665	18.8	29.7	21.0	13.5	.0635
SUBURBAN TOTAL	2,338,105	27,665	18.8	29.7	21.0	13.5	.0635
ERIE	**3,744,230**	**28,971**	**19.1**	**27.2**	**20.1**	**19.4**	**.1056**
Erie	3,744,230	28,971	19.1	27.2	20.1	19.4	.1056
• Erie	1,386,966	25,406	21.8	26.2	18.3	15.3	.0405
Millcreek Township	799,179	34,568	15.7	27.8	22.2	27.1	.0245
SUBURBAN TOTAL	2,357,264	31,489	17.1	28.0	21.3	22.3	.0651
HARRISBURG–LEBANON–CARLISLE	**8,964,816**	**30,928**	**17.6**	**27.9**	**20.3**	**22.5**	**.2573**
Cumberland	3,176,740	33,779	15.7	27.2	21.4	26.5	.0927
• Carlisle	278,904	26,534	20.4	27.8	16.1	20.0	.0118
Dauphin	3,796,756	31,009	17.2	26.4	19.3	24.2	.1055
• Harrisburg	660,766	21,809	23.2	26.3	12.8	14.8	.0231
Lebanon	1,488,090	27,721	20.4	31.1	20.5	14.9	.0455
• Lebanon	308,774	21,757	26.1	27.3	15.9	10.7	.0120
Perry	503,230	27,278	21.3	31.2	21.6	13.2	.0136
SUBURBAN TOTAL	7,716,372	32,621	16.4	28.0	21.6	24.1	.2104
JOHNSTOWN	**2,442,047**	**20,575**	**26.6**	**30.2**	**13.8**	**7.2**	**.0760**
Cambria	1,658,349	20,696	26.0	30.1	14.1	7.3	.0522
• Johnstown	265,422	15,729	28.2	26.2	9.0	4.5	.0101
Somerset	783,698	20,357	27.5	30.6	13.3	7.0	.0238
SUBURBAN TOTAL	2,176,625	21,417	26.2	30.9	14.6	7.7	.0659
LANCASTER	**5,975,594**	**30,466**	**18.3**	**28.8**	**20.7**	**21.0**	**.1740**
Lancaster	5,975,594	30,466	18.3	28.8	20.7	21.0	.1740
• Lancaster	633,240	22,186	26.7	28.8	15.3	10.9	.0247
SUBURBAN TOTAL	5,342,354	31,971	17.0	28.6	21.6	22.7	.1493
PHILADELPHIA	**78,042,167**	**33,277**	**16.3**	**22.9**	**19.0**	**28.5**	**2.1031**
Bucks	8,884,375	37,684	13.3	23.6	22.6	31.9	.2531
Bensalem Township	845,951	33,118	16.1	26.5	22.6	24.1	.0286
Bristol Township	819,123	35,438	13.8	26.6	24.4	26.4	.0202
Middletown Township	705,277	41,150	9.2	22.7	25.9	35.1	.0197
Chester	7,063,043	40,260	12.8	21.7	19.6	38.0	.1746
Delaware	9,255,369	35,688	15.4	22.9	19.9	31.2	.2486
Chester	432,116	21,007	22.5	23.4	14.1	14.5	.0118
Haverford Township	940,997	42,472	12.7	19.4	21.3	40.1	.0210
Upper Darby Township	1,316,723	31,196	18.1	26.4	19.4	24.5	.0333
Montgomery	13,096,835	38,276	13.7	23.3	20.4	34.6	.3637
Abington Township	1,180,458	39,513	12.9	22.8	21.1	36.4	.0324
Lower Merion Township	1,618,737	49,713	11.4	17.5	14.1	49.8	.0437
• Norristown	417,630	25,788	23.1	27.9	17.6	16.6	.0125
Philadelphia	20,912,405	24,880	20.5	23.3	15.9	19.1	.5537
• Philadelphia	20,912,405	24,880	20.5	23.3	15.9	19.1	.5537
Burlington, N. J.	*7,445,413*	*42,082*	*12.4*	*20.7*	*20.8*	*39.4*	*.1945*
Camden, N. J.	*7,968,576*	*33,573*	*16.2*	*22.8*	*18.3*	*29.7*	*.2161*
• Camden	*689,832*	*17,534*	*25.9*	*23.0*	*12.0*	*9.4*	*.0199*
Cherry Hill Township	*1,602,808*	*54,276*	*8.5*	*14.9*	*16.2*	*54.9*	*.0488*
Gloucester Township	*869,868*	*38,185*	*12.9*	*23.7*	*22.6*	*32.6*	*.0197*
Gloucester, N. J.	*3,416,151*	*35,388*	*15.6*	*23.2*	*22.6*	*28.0*	*.0988*
Washington Township	*683,354*	*44,563*	*8.4*	*19.4*	*26.1*	*40.6*	*.0183*
SUBURBAN TOTAL	56,022,300	38,110	13.8	22.6	20.7	34.1	1.5170
PHILADELPHIA–WILMINGTON–TRENTON CONSOLIDATED AREA	***95,690,195***	***33,525***	***16.2***	***22.9***	***18.9***	***28.9***	***2.5826***
PITTSBURGH	**28,919,735**	**27,271**	**19.9**	**26.4**	**18.4**	**18.2**	**.8118**
Allegheny	19,793,459	28,017	19.3	25.8	18.2	19.9	.5513
• McKeesport	303,839	20,646	22.9	22.8	15.3	13.2	.0089
Penn Hills Township	768,596	32,464	15.6	30.2	23.4	21.6	.0187
• Pittsburgh	4,654,143	20,928	23.1	24.6	13.9	13.4	.1435
Fayette	1,459,464	20,070	23.8	28.3	13.6	8.2	.0479
Washington	2,701,809	27,467	20.3	26.5	19.8	17.1	.0746
Westmoreland	4,965,003	27,700	19.9	28.7	19.7	16.4	.1380
Hempfield Township	591,883	31,536	16.8	30.4	22.8	19.8	.0168
SUBURBAN TOTAL	23,961,753	28,860	19.1	27.0	19.4	19.4	.6594
PITTSBURGH–BEAVER VALLEY CONSOLIDATED AREA	***31,257,840***	***27,314***	***19.7***	***26.9***	***18.6***	***17.8***	***.8753***
READING	**4,699,850**	**28,857**	**19.2**	**27.1**	**20.2**	**18.9**	**.1368**
Berks	4,699,850	28,857	19.2	27.1	20.2	18.9	.1368
• Reading	887,581	20,525	24.4	26.0	14.5	10.6	.0283
SUBURBAN TOTAL	3,812,269	31,673	17.5	27.4	22.2	21.6	.1085
SCRANTON–WILKES-BARRE	**9,129,936**	**24,622**	**24.3**	**28.5**	**17.3**	**13.9**	**.2773**
Columbia	721,661	23,585	24.9	31.1	16.4	11.4	.0221
Lackawanna	2,794,923	24,862	23.6	27.5	17.2	15.1	.0847
• Scranton	979,858	21,991	25.1	26.7	15.2	12.3	.0331
Luzerne	4,076,324	24,140	25.0	28.3	17.1	13.2	.1215
• Hazleton	329,533	22,551	26.7	27.3	16.0	12.4	.0108
• Wilkes-Barre	549,699	20,449	26.1	26.5	13.9	10.6	.0212

Greater Philadelphia Newspapers - A Cut Above The Rest

- 942,000 Population
- 328,000 Households
- $14 Billion Effective Buying Income
- Nearly $43,000 per Household
- Nearly $7 Million Retail Sales
- Over $21,000 per Household

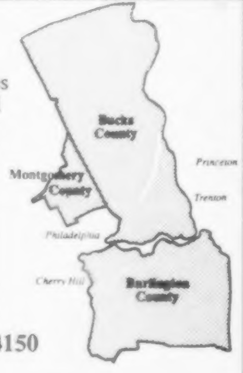
The Greater Philadelphia Newspaper Market

County (Metro)	*Population*	*Households*	*County (Metro)*	*E.B.I. (000's)*	*Retail Sales (000's)*
Bucks/Burlington (Phila.)	**942,000**	**328,000**	**Bucks/Burlington (Phila.)**	**$14,042,368**	**$6,929,518**
Larger Than:			*Wealthier Than:*		
Westchester (N.Y.)	867,000	323,000	DuPage (Chicago)	$14,750,639	$7,335,750
Marin/San Mateo (San Fran.)	857,000	342,000	Essex (Boston)	$10,379,628	$6,011,640

Greater Philadelphia Newspapers reach 46% Daily and 56% Sunday of this Dominate Market

Represented by Sawyer, Ferguson, Walker, Co., Inc. or Call John Brady - National Rep. (215) 949-4150

Source: Survey of Buying Power, 1989; Urban & Associates, 1989.



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PA. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Monroe	1,201,224	26,112	23.1	29.6	18.5	15.0	.0396
Wyoming	335,804	26,005	22.1	31.5	18.3	13.7	.0094
SUBURBAN TOTAL	7,270,846	25,419	23.8	29.0	18.0	14.5	.2122
SHARON	**1,531,440**	**26,927**	**20.3**	**28.9**	**19.6**	**15.0**	**.0432**
Mercer	1,531,440	26,927	20.3	28.9	19.6	15.0	.0432
• Sharon	218,240	23,396	22.4	24.8	17.6	13.8	.0075
SUBURBAN TOTAL	1,313,200	27,499	19.9	29.7	19.9	15.3	.0357
STATE COLLEGE	**1,409,647**	**23,346**	**23.8**	**27.4**	**15.5**	**14.0**	**.0438**
Centre	1,409,647	23,346	23.8	27.4	15.5	14.0	.0438
• State College	343,761	15,507	28.6	17.4	8.8	13.5	.0156
SUBURBAN TOTAL	1,065,886	25,827	22.1	30.8	17.9	14.2	.0282
WILLIAMSPORT	**1,478,342**	**25,216**	**22.7**	**29.0**	**18.2**	**14.1**	**.0455**
Lycoming	1,478,342	25,216	22.7	29.0	18.2	14.1	.0455
• Williamsport	375,543	20,982	26.1	26.7	14.0	11.5	.0139
SUBURBAN TOTAL	1,102,799	26,781	21.5	29.9	19.8	15.0	.0316
YORK	**5,890,937**	**30,053**	**18.3**	**28.3**	**21.8**	**18.9**	**.1694**
Adams	1,043,846	29,115	19.2	30.4	20.5	17.7	.0266
York	4,847,091	30,318	18.0	28.0	22.0	19.2	.1428
• York	478,202	20,305	24.6	26.0	14.9	9.7	.0155
SUBURBAN TOTAL	5,412,735	31,243	17.5	28.6	22.6	20.1	.1539
OTHER COUNTIES							
Armstrong	867,292	24,382	22.6	29.0	17.6	12.0	.0238
Bedford	523,933	21,882	25.8	29.9	14.5	10.2	.0168
Bradford	715,539	24,968	22.1	29.8	17.5	13.3	.0214
Butler	1,824,158	26,596	20.4	31.2	19.5	13.2	.0537
Cameron	65,729	21,493	25.4	30.7	14.6	9.0	.0019
Clarion	456,808	22,948	24.0	27.3	17.4	11.3	.0133
Clearfield	859,888	22,225	25.3	29.6	16.4	9.1	.0281
Clinton	366,221	20,768	26.7	33.0	12.7	6.4	.0129
Crawford	1,014,640	24,035	23.9	29.4	17.1	12.4	.0291
Elk	441,956	26,723	20.6	31.0	19.2	14.4	.0116
Forest	51,824	20,980	27.7	30.7	13.2	8.7	.0014
Franklin	1,593,954	27,565	20.7	30.7	19.6	16.1	.0450
Fulton	148,976	22,553	23.3	31.7	15.8	8.8	.0041
Greene	437,170	23,204	22.8	27.0	17.6	11.7	.0123
Huntingdon	449,791	21,927	25.9	29.6	15.8	9.1	.0130
Indiana	960,898	23,094	23.7	29.6	16.4	10.6	.0298
Jefferson	576,111	25,169	22.2	28.7	17.6	14.3	.0160
Juniata	231,005	22,747	25.9	30.4	16.3	10.2	.0064
Lawrence	1,213,139	26,436	20.2	27.6	19.0	15.6	.0340
McKean	554,988	24,185	23.1	29.4	16.3	13.3	.0155
Mifflin	489,295	21,287	24.6	28.8	15.5	8.7	.0155
Montour	257,277	29,380	18.5	29.8	19.2	21.3	.0063
Northumberland	972,463	19,236	28.8	29.2	12.9	6.0	.0306
Pike	361,437	24,434	24.5	29.2	15.5	15.1	.0092
Potter	190,407	24,000	23.1	28.9	17.7	11.8	.0053
Schuylkill	1,785,936	22,370	26.8	29.7	15.4	10.2	.0517
Snyder	419,216	25,226	23.2	33.2	18.0	11.3	.0140
Sullivan	68,349	22,085	27.4	30.7	13.8	10.7	.0020
Susquehanna	480,281	24,748	23.5	29.1	17.7	13.5	.0128
Tioga	431,733	21,881	25.0	29.9	15.1	9.5	.0126
Union	427,013	26,749	22.4	30.2	18.8	15.6	.0118
Venango	733,047	26,312	19.9	30.1	19.2	13.6	.0207
Warren	502,718	22,942	25.1	32.6	15.5	9.0	.0217
Wayne	418,086	20,497	29.1	28.8	13.8	8.7	.0148
TOTAL METRO COUNTIES	**145,801,679**	**29,046**	**18.9**	**26.0**	**18.9**	**21.2**	**4.0903**
TOTAL STATE	**166,692,957**	**28,148**	**19.6**	**26.5**	**18.6**	**19.8**	**4.7094**

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The Providence Journal-Bulletin's daily penetration of the Rhode Island market is 63%, one of the highest market penetrations for any daily paper, according to ANPA. With the daily and Sunday combo, penetration increases to 85%. And with five daily and Sunday, 89%. So when you buy the Journal-Bulletin, you have Rhode Island all wrapped up. For more information, call Bill Peckham at 401-277-7172.

Source: ANPA

Providence Journal-Bulletin

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Rhode Island

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
PROVIDENCE–PAWTUCKET–								
WOONSOCKET	**921.4**	**.3674**	**34.1**	**11.8**	**17.0**	**20.1**	**28.4**	**347.2**
Bristol	49.0	.0196	35.9	10.9	15.5	20.9	30.5	17.6
Kent	162.1	.0646	35.9	8.9	16.9	22.3	29.2	62.4
Warwick	85.9	.0342	36.9	8.7	16.7	21.4	31.5	33.6
Providence	598.9	.2388	33.8	12.2	17.3	19.2	28.7	227.4
Cranston	76.4	.0305	37.3	9.5	17.5	20.7	32.8	29.5
East Providence	50.6	.0202	36.9	9.1	16.9	19.4	33.3	20.0
• Pawtucket	73.0	.0291	33.7	10.2	19.1	17.8	29.7	29.9
• Providence	161.4	.0644	29.6	18.0	17.6	16.5	24.0	59.1
• Woonsocket	44.1	.0176	33.3	10.9	17.9	17.9	28.9	17.7
Washington	111.4	.0444	32.6	14.2	16.2	21.9	24.3	39.8
SUBURBAN TOTAL	642.9	.2563	35.5	10.5	16.6	21.4	29.3	240.5
OTHER COUNTIES								
Newport	87.5	.0349	33.8	11.8	17.6	22.3	25.5	32.8
TOTAL METRO COUNTIES	**921.4**	**.3674**	**34.1**	**11.8**	**17.0**	**20.1**	**28.4**	**347.2**
TOTAL STATE	**1,008.9**	**.4023**	**34.1**	**11.8**	**17.0**	**20.3**	**28.1**	**380.0**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
PROVIDENCE–PAWTUCKET–							
WOONSOCKET	**6,621,140**	**1,390,972**	**740,007**	**750,465**	**291,612**	**1,175,964**	**301,155**
Bristol	239,949	66,787	27,747	2,630	6,814	53,545	13,682
Kent	1,687,207	275,155	168,616	307,478	55,278	301,666	58,221
Warwick	1,241,231	159,242	114,017	300,202	47,168	189,376	34,648
Providence	3,832,852	814,370	442,223	400,598	197,994	690,435	198,710
Cranston	513,493	116,552	55,772	21,447	43,116	94,507	34,699
East Providence	405,889	72,226	38,188	22,368	20,077	130,818	20,625
• Pawtucket	514,684	105,502	42,451	110,785	21,226	73,536	34,132
• Providence	931,996	174,406	126,906	59,502	63,388	169,702	39,520
• Woonsocket	292,009	70,461	20,413	36,712	12,715	72,514	14,174
Washington	861,132	234,660	101,421	39,759	31,526	130,318	30,542
SUBURBAN TOTAL	4,882,451	1,040,603	550,237	543,466	194,283	860,212	213,329
OTHER COUNTIES							
Newport	703,842	121,062	118,031	34,174	29,726	176,816	18,994
TOTAL METRO COUNTIES	**6,621,140**	**1,390,972**	**740,007**	**750,465**	**291,612**	**1,175,964**	**301,155**
TOTAL STATE	**7,324,982**	**1,512,034**	**858,038**	**784,639**	**321,338**	**1,352,780**	**320,149**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
PROVIDENCE–PAWTUCKET–							
WOONSOCKET	**13,161,017**	**28,441**	**19.4**	**25.5**	**18.6**	**20.9**	**.3714**
Bristol	727,359	30,275	19.2	26.8	17.6	23.9	.0182
Kent	2,422,662	30,869	17.0	27.8	21.2	21.1	.0756
Warwick	1,322,227	31,519	16.5	27.6	21.5	21.8	.0463
Providence	8,427,416	27,115	20.2	24.4	17.8	20.3	.2319
Cranston	1,237,230	31,764	17.7	24.6	19.9	25.2	.0323
East Providence	777,080	30,763	18.3	25.3	21.5	22.1	.0219
• Pawtucket	997,942	25,377	21.5	26.0	17.8	16.3	.0286
• Providence	1,924,178	20,802	24.2	23.5	13.4	14.8	.0558
• Woonsocket	566,843	23,811	22.3	24.4	16.8	15.5	.0165
Washington	1,583,580	30,461	18.6	28.1	19.4	22.3	.0457
SUBURBAN TOTAL	9,672,054	31,087	17.8	26.1	20.0	23.3	.2705
OTHER COUNTIES							
Newport	1,414,978	31,746	17.5	24.8	19.4	25.8	.0388
TOTAL METRO COUNTIES	**13,161,017**	**28,441**	**19.4**	**25.5**	**18.6**	**20.9**	**.3714**
TOTAL STATE	**14,575,995**	**28,696**	**19.2**	**25.5**	**18.6**	**21.3**	**.4102**

South Carolina

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ANDERSON	**146.2**	**.0583**	**35.0**	**9.6**	**15.4**	**21.7**	**28.3**	**55.9**
Anderson	146.2	.0583	35.0	9.6	15.4	21.7	28.3	55.9
• Anderson	26.4	.0105	35.2	11.3	14.7	17.0	33.3	10.6
SUBURBAN TOTAL	119.8	.0478	34.9	9.3	15.5	22.7	27.2	45.3
CHARLESTON	**515.5**	**.2055**	**29.8**	**12.9**	**19.5**	**20.4**	**19.4**	**180.8**
Berkeley	131.5	.0524	28.2	10.9	20.0	20.8	15.7	43.3
Charleston	298.8	.1191	30.4	14.4	19.2	19.7	21.6	108.5
• Charleston	81.4	.0325	30.9	17.2	17.6	18.7	24.0	31.1
North Charleston	71.1	.0283	26.0	21.2	23.8	15.2	13.3	23.8
Dorchester	85.2	.0340	29.8	10.8	19.4	22.2	17.8	29.0
SUBURBAN TOTAL	434.1	.1730	29.6	12.1	19.9	20.7	18.5	149.7

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ANDERSON	**1,030,588**	**227,535**	**80,999**	**126,550**	**44,032**	**225,994**	**44,231**
Anderson	1,030,588	227,535	80,999	126,550	44,032	225,994	44,231
• Anderson	575,262	83,990	47,324	96,176	25,970	131,312	18,415
SUBURBAN TOTAL	455,326	143,545	33,675	30,374	18,062	94,682	25,816
CHARLESTON	**3,615,870**	**739,068**	**381,005**	**412,193**	**167,232**	**772,998**	**116,636**
Berkeley	358,337	88,367	28,244	29,905	15,735	73,035	14,924
Charleston	2,871,665	583,540	315,007	346,842	139,511	631,787	85,567
• Charleston	1,190,228	267,771	165,740	167,292	53,803	192,035	30,550
North Charleston	655,412	90,728	57,875	116,845	26,308	170,833	8,756
Dorchester	385,866	87,061	37,754	35,446	11,986	68,076	16,145
SUBURBAN TOTAL	2,425,642	491,297	215,265	244,901	113,429	580,863	86,086

METRO & COUNTY TOTALS

S.C. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
CHARLOTTE–GASTONIA–ROCK HILL	**1,181.4**	**.4710**	**32.9**	**10.9**	**18.1**	**22.1**	**24.0**	**448.3**	**8,769,068**	**1,645,720**	**847,554**	**910,682**	**486,042**	**2,100,149**	**355,506**
York	133.6	.0533	32.3	11.8	16.5	21.7	23.9	47.8	871,727	191,683	86,398	74,638	49,867	183,009	39,058
• Rock Hill	42.3	.0169	29.7	17.1	16.9	17.6	23.4	14.9	518,568	110,061	50,066	68,919	29,030	92,374	20,796
Cabarrus, N. C.	99.9	.0399	34.7	9.9	16.2	22.1	27.4	37.9	686,470	134,324	48,657	81,996	40,498	177,293	28,040
• *Kannapolis*	30.0	.0120	35.7	10.0	16.1	17.7	33.2	12.1	112,796	26,186	4,729	73	15,466	27,323	3,888
Gaston, N. C.	176.0	.0702	33.6	10.6	16.2	21.5	26.2	65.7	1,162,560	256,938	93,839	143,743	47,773	292,302	56,850
• *Gastonia*	55.0	.0219	34.1	10.0	15.9	20.3	28.3	21.1	777,181	140,713	63,775	126,339	30,187	197,681	32,616
Lincoln, N. C.	51.1	.0204	34.0	10.1	16.5	22.4	26.0	19.1	263,435	54,997	20,722	12,609	10,448	51,663	13,377
Mecklenburg, N. C.	523.9	.2088	32.1	11.3	20.4	22.7	21.3	205.2	4,792,442	791,511	511,665	496,473	292,075	1,164,712	172,485
• *Charlotte*	405.6	.1617	32.2	10.7	20.6	22.4	21.9	162.9	4,149,662	620,313	422,834	447,263	256,424	1,097,112	143,599
Rowan, N. C.	111.4	.0444	35.3	9.8	15.8	20.6	29.9	42.8	545,325	123,057	33,292	49,092	21,926	111,247	27,878
Union, N. C.	85.5	.0340	32.0	10.9	16.6	22.5	22.5	29.8	447,109	93,210	32,961	52,131	23,455	119,923	17,817
SUBURBAN TOTAL	648.5	.2585	33.3	10.7	16.8	22.6	24.6	237.2	3,210,861	748,447	306,150	268,088	154,935	685,639	154,606
COLUMBIA	**458.3**	**.1827**	**31.3**	**12.9**	**18.7**	**22.2**	**20.9**	**165.1**	**3,545,143**	**633,248**	**376,838**	**418,716**	**191,594**	**781,581**	**125,602**
Lexington	171.2	.0682	32.7	9.8	17.6	24.1	21.8	63.0	1,070,647	281,902	105,673	74,241	46,215	249,802	39,324
Richland	287.1	.1145	30.6	14.7	19.5	20.9	20.5	102.1	2,474,496	351,346	271,165	344,475	145,379	531,779	86,278
• Columbia	98.5	.0393	28.8	22.6	19.7	17.0	20.7	34.1	1,168,950	149,303	142,252	147,077	75,849	228,411	42,194
SUBURBAN TOTAL	359.8	.1434	32.1	10.2	18.5	23.6	21.0	131.0	2,376,193	483,945	234,586	271,639	115,745	553,170	83,408
FLORENCE	**114.8**	**.0458**	**32.2**	**10.4**	**15.5**	**21.6**	**24.0**	**40.4**	**973,645**	**188,107**	**66,364**	**131,460**	**34,590**	**235,604**	**26,960**
Florence	114.8	.0458	32.2	10.4	15.5	21.6	24.0	40.4	973,645	188,107	66,364	131,460	34,590	235,604	26,960
• Florence	29.9	.0119	33.4	9.8	16.1	20.7	26.8	11.1	639,959	118,201	55,344	104,356	23,914	141,994	19,492
SUBURBAN TOTAL	84.9	.0339	31.7	10.6	15.1	22.0	23.0	29.3	333,686	69,906	11,020	27,104	10,676	93,610	7,466
GREENVILLE–SPARTANBURG	**647.5**	**.2580**	**33.3**	**12.0**	**16.3**	**21.6**	**25.6**	**243.5**	**4,816,106**	**995,919**	**445,680**	**542,697**	**243,119**	**983,835**	**201,948**
Greenville	324.0	.1291	33.5	10.7	17.0	22.0	25.4	124.4	2,705,032	522,463	244,797	375,945	128,557	574,530	102,350
• Greenville	59.0	.0235	32.9	13.8	17.9	18.7	27.5	24.4	1,360,523	181,430	114,227	259,366	74,653	329,189	51,603
Pickens	95.0	.0378	30.7	19.1	14.8	19.8	23.8	33.9	447,022	117,745	57,826	41,669	22,568	69,503	25,408
Spartanburg	228.5	.0911	34.1	10.8	15.8	21.9	26.7	85.2	1,664,052	355,711	143,057	125,083	91,994	339,802	74,190
• Spartanburg	43.8	.0175	32.7	12.8	15.4	18.8	27.7	16.8	755,486	135,849	70,122	59,906	45,974	188,316	39,960
SUBURBAN TOTAL	544.7	.2170	33.4	11.7	16.1	22.2	25.3	202.3	2,700,097	678,640	261,331	223,425	122,492	466,330	110,385

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POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
OTHER COUNTIES								
Abbeville	23.9	.0095	34.3	11.1	13.8	19.9	29.1	8.8
☐ Aiken	122.2	.0487	32.7	9.7	16.7	21.2	25.0	45.4
Allendale	11.8	.0047	30.4	11.9	15.5	19.2	23.6	3.8
Bamberg	16.8	.0067	29.9	14.2	13.1	18.5	24.8	5.6
Barnwell	20.3	.0081	31.5	9.4	15.5	19.9	24.6	7.1
Beaufort	87.9	.0351	30.5	14.4	18.3	17.2	24.5	31.3
Calhoun	12.8	.0051	34.3	9.0	14.7	21.5	27.4	4.5
Cherokee	44.8	.0179	33.8	10.4	15.0	21.3	26.8	16.6
Chester	32.3	.0129	33.2	9.8	14.8	20.4	26.9	11.5
Chesterfield	38.6	.0154	33.4	9.9	14.8	21.0	26.6	14.1
Clarendon	28.6	.0114	32.7	9.3	14.2	20.0	26.7	9.6
Colleton	34.6	.0138	32.9	9.1	14.5	20.4	26.5	12.1
Darlington	61.9	.0246	33.0	9.8	14.7	21.8	25.2	22.0
Dillon	29.1	.0116	30.9	9.8	14.3	19.4	24.7	9.9
Edgefield	18.5	.0074	32.6	9.1	15.8	21.1	25.0	6.5
Fairfield	22.4	.0089	32.4	10.3	14.9	19.6	26.5	7.5
Georgetown	46.8	.0187	32.5	8.9	14.7	20.1	26.3	16.5
Greenwood	59.8	.0239	33.8	11.0	15.0	20.5	27.8	22.8
Hampton	18.2	.0072	31.1	9.5	13.8	19.8	24.7	6.3
Horry	146.9	.0586	33.9	10.3	17.5	20.4	27.8	56.9
Jasper	15.6	.0062	30.8	9.5	14.8	18.2	25.6	5.3
Kershaw	44.2	.0176	34.0	8.6	15.6	22.2	26.4	16.0
Lancaster	54.7	.0219	33.5	9.9	15.3	21.5	26.3	19.8
Laurens	58.4	.0232	34.2	11.1	14.6	21.0	27.7	20.8
Lee	18.4	.0074	31.0	9.6	15.8	19.3	24.5	6.0
McCormick	8.9	.0036	32.7	12.1	17.6	20.0	25.9	2.7
Marion	33.9	.0135	31.9	8.9	14.1	20.4	25.2	11.8
Marlboro	29.3	.0117	32.0	10.2	15.1	19.9	25.5	10.1
Newberry	33.3	.0133	34.4	10.8	14.8	20.1	28.9	12.4
Oconee	58.3	.0232	35.7	9.2	15.2	21.3	29.7	22.7
Orangeburg	85.2	.0340	31.2	12.5	14.6	19.5	25.0	29.1
Saluda	16.3	.0065	34.7	9.2	14.8	20.7	28.8	5.8
Sumter	103.4	.0412	29.8	11.8	19.3	19.5	20.5	33.0
Sumter	42.3	.0169	29.6	12.9	22.4	18.2	19.6	12.8
Union	30.3	.0121	35.4	9.5	14.9	20.6	30.0	11.4
Williamsburg	36.8	.0147	30.4	9.9	13.6	19.4	24.3	12.1
TOTAL METRO COUNTIES	**2,138.1**	**.8523**	**31.9**	**12.0**	**17.5**	**21.4**	**23.1**	**778.9**
TOTAL STATE	**3,521.1**	**1.4039**	**32.1**	**11.4**	**16.8**	**21.0**	**24.2**	**1,271.3**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES							
Abbeville	52,235	19,900	4,832	5,158	1,353	3,149	5,038
☐ Aiken	719,362	181,652	69,033	95,687	21,978	147,189	26,128
Allendale	30,583	12,490	1,253	229	867	4,829	1,306
Bamberg	58,794	16,711	5,207	3,917	1,881	7,721	5,853
Barnwell	96,602	37,372	5,888	9,858	1,644	12,450	6,995
Beaufort	729,104	160,528	121,8[illegible]6	55,956	33,694	118,798	16,165
Calhoun	23,892	6,668	258	326	1,830	5,806	2,238
Cherokee	256,401	60,284	25,418	25,557	9,168	54,807	10,556
Chester	116,731	47,937	12,537	8,228	4,771	8,206	9,505
Chesterfield	174,783	53,798	13,039	16,024	4,048	30,138	10,486
Clarendon	128,553	40,112	7,094	8,210	1,534	20,494	6,187
Colleton	184,166	58,881	13,848	12,663	6,408	26,057	8,885
Darlington	302,168	76,515	24,745	14,751	13,328	71,967	15,924
Dillon	146,763	40,513	15,299	15,110	4,435	13,032	7,271
Edgefield	95,986	22,304	2,384	4,903	4,501	39,829	4,488
Fairfield	77,460	31,621	3,373	2,836	924	9,619	5,720
Georgetown	316,493	78,599	41,924	24,000	13,282	63,652	13,690
Greenwood	459,459	84,115	32,173	51,592	28,270	83,100	17,754
Hampton	95,559	31,336	4,388	5,736	4,634	15,600	4,564
Horry	1,695,566	311,136	240,868	182,443	155,205	235,818	53,330
Jasper	70,437	14,699	8,676	1,608	639	6,688	1,141
Kershaw	290,521	65,958	21,447	28,629	9,708	88,010	11,438
Lancaster	280,928	84,522	22,329	19,973	11,951	57,320	12,082
Laurens	236,074	65,640	17,034	22,303	6,652	63,071	13,798
Lee	51,489	17,713	3,531	1,926	2,889	11,430	2,006
McCormick	15,253	6,816	1,130	297	259	646	834
Marion	157,651	37,376	9,667	11,553	4,692	36,161	10,410
Marlboro	99,303	36,959	6,545	2,920	3,429	22,359	6,044
Newberry	173,118	38,635	12,359	25,712	7,762	40,031	8,623
Oconee	312,366	61,625	27,565	29,826	15,890	67,908	15,461
Orangeburg	522,717	110,789	36,540	60,140	25,049	98,286	23,721
Saluda	57,734	17,875	2,553	3,574	1,871	11,869	4,228
Sumter	619,263	121,770	45,279	68,335	28,143	140,454	16,353
Sumter	514,193	109,830	41,220	66,378	27,672	103,789	16,194
Union	127,534	44,243	9,736	9,472	5,827	17,413	9,282
Williamsburg	125,838	39,843	5,802	5,011	6,372	22,113	8,441
TOTAL METRO COUNTIES	**15,572,441**	**3,177,212**	**1,506,317**	**1,801,941**	**752,412**	**3,330,110**	**580,563**
TOTAL STATE	**23,753,965**	**5,126,498**	**2,312,904**	**2,540,717**	**1,175,322**	**4,838,941**	**930,380**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ANDERSON	**1,696,256**	**24,627**	**21.5**	**29.6**	**18.0**	**12.3**	**.0530**
Anderson	1,696,256	24,627	21.5	29.6	18.0	12.3	.0530
• Anderson	296,620	19,871	25.1	25.4	13.3	11.1	.0159
SUBURBAN TOTAL	1,399,636	25,674	20.6	30.8	19.1	12.5	.0371
CHARLESTON	**5,887,990**	**24,273**	**22.9**	**27.8**	**16.8**	**14.5**	**.1851**
Berkeley	1,324,203	25,000	22.6	30.4	18.6	12.5	.0352
Charleston	3,646,092	23,439	23.5	26.4	15.6	15.4	.1236
• Charleston	995,822	21,075	23.6	23.4	12.9	15.8	.0405
North Charleston	854,277	20,350	28.5	28.9	13.0	9.0	.0288
Dorchester	917,695	26,172	20.7	29.6	19.1	14.0	.0263
SUBURBAN TOTAL	4,892,168	24,863	22.7	28.8	17.7	14.2	.1446
CHARLOTTE–GASTONIA–ROCK HILL	**15,830,970**	**27,374**	**20.6**	**28.7**	**18.8**	**17.5**	**.4657**
York	1,616,289	27,306	20.1	29.1	19.6	16.1	.0482
• Rock Hill	448,147	23,256	23.7	27.8	16.7	12.4	.0184
Cabarrus, N. C.	*1,241,990*	*26,127*	*22.4*	*29.6*	*19.2*	*13.6*	*.0370*
• *Kannapolis*	*355,438*	*23,595*	*24.7*	*31.1*	*16.9*	*10.0*	*.0093*
Gaston, N. C.	*2,170,747*	*26,184*	*21.4*	*30.4*	*19.5*	*13.6*	*.0643*
• *Gastonia*	*687,755*	*24,067*	*23.4*	*27.3*	*16.6*	*14.3*	*.0271*

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Lincoln, N. C.	*652,042*	*27,705*	*18.6*	*32.5*	*19.4*	*16.0*	*.0178*
Mecklenburg, N. C.	*7,829,077*	*29,027*	*19.6*	*26.6*	*18.5*	*21.8*	*.2332*
• *Charlotte*	*6,033,164*	*27,679*	*20.4*	*27.5*	*17.5*	*20.4*	*.1874*
Rowan, N. C.	*1,304,721*	*24,063*	*23.8*	*32.3*	*17.1*	*10.2*	*.0365*
Union, N. C.	*1,016,104*	*26,893*	*20.8*	*30.0*	*19.4*	*14.8*	*.0287*
SUBURBAN TOTAL	8,306,466	27,983	20.0	29.7	20.1	16.5	.2235
COLUMBIA	**6,283,329**	**28,565**	**20.2**	**26.2**	**18.8**	**21.1**	**.1851**
Lexington	2,372,704	31,041	18.0	26.8	20.6	22.8	.0653
Richland	3,910,625	27,070	21.5	25.8	17.7	20.0	.1198
• Columbia	1,266,304	21,469	25.7	23.5	13.6	16.1	.0454
SUBURBAN TOTAL	5,017,025	30,502	18.8	26.8	20.2	22.4	.1397
FLORENCE	**1,129,286**	**21,075**	**24.2**	**28.1**	**13.7**	**10.8**	**.0414**
Florence	1,129,286	21,075	24.2	28.1	13.7	10.8	.0414
• Florence	329,282	21,664	24.2	27.6	12.9	13.2	.0177
SUBURBAN TOTAL	800,004	20,866	24.2	28.1	14.0	9.9	.0237
GREENVILLE–SPARTANBURG	**7,798,861**	**24,687**	**21.8**	**28.2**	**17.7**	**14.0**	**.2431**
Greenville	4,014,947	24,925	21.7	27.9	18.0	14.3	.1281
• Greenville	735,196	19,584	25.6	24.7	12.0	12.4	.0378

S.C. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Pickens	1,153,921	26,413	21.4	28.6	18.9	15.6	.0315
Spartanburg	2,629,993	23,717	22.2	28.6	16.8	12.8	.0835
• Spartanburg	492,542	20,115	24.2	24.3	13.7	12.3	.0231
SUBURBAN TOTAL	6,571,123	25,713	21.2	29.0	18.7	14.3	.1822
OTHER COUNTIES							
Abbeville	235,557	21,514	22.7	30.3	15.1	8.3	.0061
☐ Aiken	1,444,565	25,207	20.8	27.7	17.8	15.3	.0424
Allendale	92,631	16,376	27.1	19.6	13.3	8.3	.0028
Bamberg	149,592	18,593	28.0	24.2	12.2	10.3	.0044
Barnwell	192,625	19,829	25.1	25.2	14.2	10.2	.0060
Beaufort	1,273,113	25,931	22.0	28.0	15.5	19.0	.0374
Calhoun	105,969	17,989	25.7	28.2	9.9	7.7	.0030
Cherokee	450,173	21,917	23.8	30.8	15.4	8.5	.0142
Chester	306,174	20,969	25.5	26.3	17.8	8.1	.0089
Chesterfield	347,856	18,647	26.9	26.9	12.4	7.3	.0110
Clarendon	219,023	16,837	27.7	24.3	11.8	6.0	.0075
Colleton	302,653	18,710	26.0	26.8	12.0	8.4	.0102
Darlington	584,995	20,008	24.1	25.5	13.7	10.8	.0183
Dillon	237,067	17,343	27.4	26.5	10.6	6.9	.0081
Edgefield	161,224	18,143	24.8	24.7	13.0	8.3	.0054
Fairfield	216,104	22,902	21.2	25.9	16.6	12.7	.0062
Georgetown	382,996	17,743	24.9	28.0	10.4	6.4	.0145
Greenwood	668,869	22,461	24.2	26.8	16.9	11.7	.0220
Hampton	134,703	14,661	26.2	22.8	8.7	5.6	.0048
Horry	1,823,543	23,646	24.7	28.5	15.5	14.2	.0660
Jasper	127,701	17,548	24.7	24.1	11.6	8.6	.0043
Kershaw	470,512	22,931	21.3	28.0	16.3	12.0	.0150
Lancaster	626,345	26,147	20.8	29.0	20.5	13.3	.0180
Laurens	615,815	23,945	22.9	29.7	18.0	10.6	.0174
Lee	143,585	17,850	25.5	26.8	11.3	6.7	.0043
McCormick	77,024	22,109	22.6	25.4	16.9	12.0	.0020
Marion	273,253	17,013	29.0	25.1	11.4	6.2	.0094
Marlboro	246,316	18,491	25.7	28.8	11.0	7.0	.0075
Newberry	381,503	24,353	20.9	26.9	18.6	12.8	.0109
Oconee	655,809	22,807	23.5	29.5	16.6	10.1	.0193
Orangeburg	748,836	18,075	25.1	23.9	12.7	9.4	.0261
Saluda	159,174	21,538	21.8	27.8	16.6	9.0	.0045
Sumter	944,628	20,892	26.4	26.4	14.7	11.0	.0320
Sumter	384,230	20,336	26.8	22.0	13.9	14.8	.0174
Union	295,284	21,623	24.6	32.1	15.0	6.8	.0087
Williamsburg	304,761	19,947	24.6	29.2	12.8	7.9	.0095
TOTAL METRO COUNTIES	**25,856,576**	**25,325**	**21.7**	**27.8**	**17.7**	**15.5**	**.7983**
TOTAL STATE	**39,811,989**	**23,666**	**22.7**	**27.7**	**16.5**	**13.6**	**1.2440**

South Dakota

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
RAPID CITY	**82.4**	**.0329**	**30.3**	**10.9**	**18.3**	**19.8**	**21.5**	**31.0**
Pennington	82.4	.0329	30.3	10.9	18.3	19.8	21.5	31.0
• Rapid City	55.2	.0220	31.0	11.5	17.8	19.7	23.3	21.4
SUBURBAN TOTAL	27.2	.0109	28.8	9.7	19.5	19.9	18.0	9.6
SIOUX FALLS	**125.1**	**.0498**	**31.5**	**10.5**	**18.8**	**20.3**	**23.2**	**48.2**
Minnehaha	125.1	.0498	31.5	10.5	18.8	20.3	23.2	48.2
• Sioux Falls	101.9	.0406	31.4	11.4	19.5	19.8	23.2	40.2
SUBURBAN TOTAL	23.2	.0092	32.0	6.6	15.7	22.0	23.3	8.0
OTHER COUNTIES								
Aurora	3.1	.0012	38.5	4.7	11.6	16.2	37.9	1.1
Beadle	18.2	.0073	35.7	7.3	14.8	18.5	32.4	7.3
Bennett	3.2	.0012	29.0	8.2	14.4	16.2	25.2	1.0
Bon Homme	7.0	.0028	38.0	6.6	14.4	17.5	36.3	2.6
Brookings	25.2	.0101	26.4	24.8	14.4	16.3	21.4	8.9
Brown	35.5	.0141	33.0	11.6	15.5	19.2	27.8	13.8
Brule	5.5	.0022	32.6	6.2	13.9	16.4	30.3	2.0
Buffalo	1.8	.0007	21.9	8.9	14.2	15.6	16.3	.5
Butte	7.9	.0032	34.4	6.7	14.8	18.7	30.4	3.0
Campbell	2.0	.0008	39.7	5.3	13.9	17.2	38.1	.8
Charles Mix	9.1	.0036	34.0	6.5	12.6	17.2	31.5	3.2
Clark	4.4	.0018	39.4	4.8	11.3	17.5	38.0	1.7
Clay	13.2	.0052	24.4	32.4	12.8	14.9	19.4	4.4
Codington	22.8	.0091	32.9	9.0	15.4	18.5	28.3	8.8
Corson	4.1	.0017	28.0	7.6	13.5	15.8	24.8	1.3
Custer	6.2	.0024	36.9	5.5	13.5	22.6	30.4	2.4
Davison	17.5	.0070	33.6	9.5	15.0	18.0	29.9	6.9
Day	6.9	.0028	39.1	5.8	12.2	16.8	38.0	2.7
Deuel	4.5	.0017	39.0	5.5	12.9	17.8	37.0	1.8
Dewey	5.5	.0022	25.8	8.3	16.1	15.6	19.6	1.7
Douglas	3.7	.0015	37.0	5.3	11.9	16.4	35.8	1.3
Edmunds	4.3	.0017	40.6	4.7	12.3	16.7	39.5	1.6
Fall River	7.3	.0029	41.1	4.5	11.7	21.3	38.0	2.8
Faulk	2.7	.0011	39.9	5.3	12.4	16.6	38.7	1.0

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
RAPID CITY	**830,083**	**144,875**	**72,282**	**115,578**	**30,001**	**226,621**	**18,412**
Pennington	830,083	144,875	72,282	115,578	30,001	226,621	18,412
• Rapid City	773,720	139,484	63,850	106,446	28,660	220,264	15,930
SUBURBAN TOTAL	56,363	5,391	8,432	9,132	1,341	6,357	2,482
SIOUX FALLS	**1,225,198**	**199,458**	**109,659**	**169,948**	**52,799**	**282,068**	**52,454**
Minnehaha	1,225,198	199,458	109,659	169,948	52,799	282,068	52,454
• Sioux Falls	1,079,130	188,253	106,401	139,329	49,877	225,234	51,604
SUBURBAN TOTAL	146,068	11,205	3,258	30,619	2,922	56,834	850
OTHER COUNTIES							
Aurora	8,702	1,205	933	107	288	30	
Beadle	110,589	22,568	10,053	9,988	3,957	28,325	6,269
Bennett	18,142	3,325	684		126	8,761	346
Bon Homme	27,278	5,277	2,406	312	697	6,428	891
Brookings	125,996	17,539	15,699	13,135	4,621	26,350	6,227
Brown	324,391	60,425	31,363	47,332	15,852	78,298	9,583
Brule	47,153	5,353	4,512	1,240	174	16,999	2,164
Buffalo	814	814					
Butte	44,052	11,297	3,288	3,635	92	9,808	1,601
Campbell	8,660	350	1,130		27	4,947	
Charles Mix	29,591	11,989	2,467	1,218	969	1,230	975
Clark	11,220	310	1,563		108	2,973	1,578
Clay	59,806	18,029	5,899	7,331	1,223	10,370	1,954
Codington	217,268	64,098	13,613	31,469	4,940	30,036	5,717
Corson	7,051	1,735	1,526		223	60	585
Custer	26,551	8,044	5,110	497	385	3,724	401
Davison	161,182	34,465	15,215	15,355	2,504	37,354	2,029
Day	29,683	5,776	2,088	486	555	12,668	2,138
Deuel	17,253	2,578	1,695	273	366	4,227	226
Dewey	19,761	6,729	2,182	380	156	1,811	335
Douglas	10,390	2,949	911	135	32	3,264	463
Edmunds	13,127	3,693	755		142	4,725	715
Fall River	41,293	12,067	3,922	1,284	286	4,511	1,296
Faulk	8,670	2,676	928	202	45	858	1,301

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Grant	8.3	.0033	34.9	5.8	14.5	18.6	31.3	3.1
Gregory	5.3	.0021	38.7	4.3	12.3	17.4	37.1	2.1
Haakon	2.6	.0011	31.4	5.0	14.6	18.2	26.6	.9
Hamlin	5.0	.0020	38.1	6.0	11.3	17.3	36.4	1.9
Hand	4.2	.0016	38.4	5.3	12.9	16.9	37.2	1.6
Hanson	3.0	.0012	34.6	6.8	12.6	18.4	31.1	1.1
Harding	1.6	.0007	31.8	6.1	15.7	19.0	26.0	.6
Hughes	14.9	.0059	33.3	6.5	16.3	22.7	24.5	5.8
Hutchinson	8.2	.0033	42.1	4.9	11.6	16.5	41.8	3.2
Hyde	1.7	.0007	40.1	4.0	13.5	15.5	40.7	.7
Jackson	2.8	.0011	29.8	7.5	13.4	18.0	25.1	.9
Jerauld	2.4	.0009	41.2	4.8	11.1	18.0	39.8	1.0
Jones	1.3	.0006	36.6	6.2	13.5	18.7	33.4	.5
Kingsbury	5.9	.0023	40.4	5.0	12.2	16.7	39.9	2.3
Lake	10.5	.0042	33.8	10.3	14.6	17.1	31.2	4.0
Lawrence	20.8	.0083	32.3	11.5	15.3	19.5	26.3	8.0
Lincoln	15.5	.0062	33.1	6.4	15.8	21.2	25.7	5.5
Lyman	3.6	.0014	31.3	7.2	14.4	17.1	27.6	1.3
McCook	5.6	.0022	38.7	5.4	12.0	17.7	36.9	2.1
McPherson	3.2	.0013	47.0	4.4	10.0	16.0	47.1	1.3
Marshall	4.8	.0019	39.4	5.5	12.2	17.7	37.7	1.9
Meade	22.0	.0088	29.5	9.4	17.8	19.9	20.2	7.1
Mellette	2.1	.0008	30.0	7.1	13.5	16.8	26.4	.7
Miner	3.3	.0014	39.6	5.2	12.3	16.0	39.2	1.3
Moody	6.5	.0026	34.1	6.6	13.5	18.8	30.1	2.4
Perkins	3.9	.0015	38.9	4.7	13.7	19.1	36.4	1.6
Potter	3.2	.0013	39.3	4.7	12.1	18.1	37.3	1.3
Roberts	9.9	.0040	35.7	6.8	12.0	17.7	33.2	3.6
Sanborn	2.8	.0011	36.2	5.6	13.9	17.3	34.2	1.0
Shannon	9.9	.0039	20.9	11.7	13.8	15.0	14.3	2.2
Spink	7.9	.0032	36.4	6.4	14.4	18.0	33.8	3.0
Stanley	2.5	.0010	32.3	7.2	15.2	21.4	24.4	.9
Sully	1.6	.0006	35.9	6.2	14.8	19.7	31.5	.6
Todd	8.4	.0033	21.1	10.3	14.4	15.8	14.1	2.2
Tripp	6.9	.0028	34.6	6.1	14.0	17.7	31.9	2.6
Turner	8.5	.0034	39.4	5.1	12.3	18.2	37.6	3.3
Union	10.2	.0041	35.1	6.6	13.8	20.2	30.0	3.9
Walworth	6.0	.0023	40.1	5.6	11.9	18.2	38.3	2.4
Yankton	19.3	.0077	33.5	9.2	16.6	19.7	27.9	7.1
Ziebach	2.2	.0009	24.3	8.0	15.3	15.0	18.9	.6
TOTAL METRO COUNTIES	**207.5**	**.0827**	**31.0**	**10.7**	**18.5**	**20.1**	**22.6**	**79.2**
TOTAL STATE	**697.4**	**.2780**	**32.5**	**9.6**	**15.6**	**18.8**	**27.3**	**259.4**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Grant	52,095	10,951	2,681	1,832	1,915	15,644	1,404
Gregory	16,405	6,645	1,637	376	333	1,057	1,268
Haakon	13,257	3,095	940	153	309	5,133	583
Hamlin	8,671	903	1,537		72	1,238	890
Hand	20,174	3,112	1,859	361	400	3,907	365
Hanson	7,894	493	587		348	1,362	
Harding	5,715	619	255			1,253	45
Hughes	128,215	33,071	9,931	9,648	4,849	33,662	1,681
Hutchinson	33,325	9,791	1,917	770	296	3,849	5,122
Hyde	8,599	1,991	105		277	671	522
Jackson	12,425	2,602	1,486			3	
Jerauld	12,267	1,879	1,085	195	100	5,525	607
Jones	16,775	1,369	1,144	254	128	5,682	
Kingsbury	33,349	9,178	2,450	390	605	6,928	1,063
Lake	70,010	12,540	7,984	4,420	1,941	25,670	2,500
Lawrence	128,336	31,096	18,103	5,975	1,902	31,068	3,585
Lincoln	43,072	8,589	7,255	207	683	8,322	1,546
Lyman	23,161	9,839	1,086	46	283	759	111
McCook	23,970	2,207	2,059	104	503	10,895	779
McPherson	10,188	2,103	816	798	218	1,285	332
Marshall	9,394	3,409	1,741	84	86	1,124	258
Meade	71,053	17,893	7,015	7,008	883	14,868	2,644
Mellette	4,553	972	256	755	59		113
Miner	12,577	1,827	1,367	226	103	271	773
Moody	16,415	4,366	882	310	100	3,878	244
Perkins	18,194	5,148	1,168	1,029	144	1,329	160
Potter	12,182	4,313	1,223	620	79	475	277
Roberts	32,635	3,015	4,236	4,096	1,184	7,140	1,861
Sanborn	7,450	437	991		58	2,798	
Shannon	9,145	4,576	252		29	124	
Spink	27,773	4,084	2,435	573	763	10,505	1,031
Stanley	15,647	5,821	835	268		819	
Sully	15,955	1,513	1,293			11,086	99
Todd	10,809	5,437	176	317	49	437	
Tripp	52,190	10,193	3,090	3,334	1,450	15,463	1,090
Turner	29,051	9,158	2,206	170	270	5,073	1,131
Union	18,776	2,235	1,830	205	[illegible]	1,018	557
Walworth	43,967	10,360	2,854	5,292	683	7,874	905
Yankton	143,915	34,688	11,851	23,702	4,593	27,684	2,927
Ziebach	5,287	635	237		99	328	
TOTAL METRO COUNTIES	**2,055,281**	**344,333**	**181,941**	**285,526**	**82,200**	**508,689**	**70,866**
TOTAL STATE	**4,648,776**	**929,777**	**420,738**	**493,423**	**146,544**	**1,082,653**	**154,133**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
RAPID CITY	**1,119,960**	**24,780**	**24.7**	**27.0**	**15.9**	**17.0**	**.0364**
Pennington	1,119,960	24,780	24.7	27.0	15.9	17.0	.0364
• Rapid City	789,489	25,955	22.6	26.9	16.1	18.4	.0285
SUBURBAN TOTAL	330,471	22,600	29.4	27.3	15.2	13.9	.0079
SIOUX FALLS	**1,919,301**	**29,366**	**19.9**	**25.9**	**20.6**	**20.1**	**.0578**
Minnehaha	1,919,301	29,366	19.9	25.9	20.6	20.1	.0578
• Sioux Falls	1,608,844	28,867	20.5	25.4	19.8	20.4	.0490
SUBURBAN TOTAL	310,457	31,516	16.9	28.2	24.5	18.7	.0088
OTHER COUNTIES							
Aurora	19,776	12,312	34.1	18.7	4.7	2.6	.0007
Beadle	214,865	20,664	23.9	25.8	15.2	10.3	.0063
Bennett	17,380	11,463	30.8	15.8	5.9	3.4	.0009
Bon Homme	63,192	16,694	25.3	27.6	9.2	3.7	.0018
Brookings	304,626	23,347	23.1	26.9	15.1	14.9	.0084
Brown	461,256	23,522	24.4	27.5	16.9	12.9	.0149

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Brule	45,998	16,780	30.1	24.3	10.7	5.0	.0019
Buffalo	8,782	12,625	35.8	18.2	7.0	1.0	.0002
Butte	86,251	20,103	26.2	29.5	11.6	9.1	.0026
Campbell	14,904	12,857	29.7	22.5	4.4	2.9	.0005
Charles Mix	62,013	13,280	30.9	20.5	6.9	2.9	.0022
Clark	35,128	15,460	28.0	25.3	8.1	5.2	.0010
Clay	149,878	20,274	27.2	21.0	14.8	14.8	.0042
Codington	290,081	23,226	24.9	27.3	15.4	13.7	.0096
Corson	28,440	13,514	23.9	20.2	8.3	7.5	.0009
Custer	86,550	27,319	21.3	28.6	19.0	16.5	.0021
Davison	204,072	20,596	25.7	26.4	16.1	8.9	.0070
Day	66,606	16,721	30.0	25.2	9.6	6.9	.0021
Deuel	43,249	16,217	27.6	23.6	10.5	6.9	.0012
Dewey	45,107	17,487	26.2	22.8	12.6	8.7	.0013
Douglas	25,669	13,977	31.0	21.0	7.2	3.4	.0009

S.D. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Edmunds	30,846	12,867	31.0	21.3	5.4	3.6	.0010
Fall River	100,028	24,523	19.6	26.4	16.6	15.3	.0028
Faulk	21,371	14,400	29.3	21.6	7.9	5.2	.0006
Grant	99,370	23,439	24.4	28.8	15.6	12.9	.0029
Gregory	37,177	11,405	30.0	16.7	4.8	3.6	.0012
Haakon	21,041	17,448	31.6	28.8	7.8	6.3	.0008
Hamlin	50,104	19,750	28.4	25.1	13.3	10.9	.0013
Hand	35,904	14,186	25.8	23.2	7.5	6.8	.0012
Hanson	15,193	15,973	29.6	25.3	8.8	5.8	.0007
Harding	12,761	15,158	31.8	24.0	8.0	4.2	.0005
Hughes	216,456	27,852	20.3	29.4	19.0	18.2	.0064
Hutchinson	69,051	14,154	29.6	22.3	7.8	4.8	.0022
Hyde	18,274	18,913	24.4	27.2	11.0	8.7	.0005
Jackson	23,665	17,227	27.9	27.0	10.2	6.0	.0008
Jerauld	21,233	14,516	31.7	23.2	7.0	4.0	.0007
Jones	13,784	20,333	26.2	29.0	14.0	7.8	.0006
Kingsbury	60,583	18,311	29.1	25.5	13.0	7.0	.0017
Lake	128,079	22,268	23.7	26.8	14.9	13.4	.0040
Lawrence	265,315	23,936	22.8	27.3	16.2	14.1	.0075
Lincoln	202,128	26,980	18.9	26.7	19.0	17.5	.0049
Lyman	38,224	19,516	24.3	26.2	12.1	10.5	.0012
McCook	54,991	17,956	28.1	26.0	12.3	7.1	.0016
McPherson	22,259	11,566	30.7	18.5	4.8	2.5	.0008
Marshall	48,252	16,080	30.2	23.7	9.8	6.9	.0012
Meade	226,686	22,059	26.8	32.1	13.8	9.4	.0061
Mellette	11,170	10,964	30.2	16.7	5.7	1.3	.0005
Miner	26,403	12,800	27.2	18.9	7.2	5.3	.0008
Moody	72,946	20,723	26.7	25.3	14.6	12.1	.0017
Perkins	39,405	16,158	28.6	22.7	11.3	7.2	.0012
Potter	29,559	16,324	28.2	25.9	10.0	4.3	.0009
Roberts	92,257	16,757	28.6	22.7	10.4	9.0	.0027
Sanborn	19,462	12,593	26.2	19.7	8.0	4.2	.0006
Shannon	48,942	14,349	26.0	25.1	7.4	4.4	.0016
Spink	79,481	18,468	25.6	26.4	11.5	8.2	.0023
Stanley	31,246	24,765	22.8	31.0	17.7	12.3	.0008
Sully	15,833	18,187	28.6	24.1	13.8	7.5	.0006
Todd	52,338	15,966	25.2	23.2	12.7	5.0	.0017
Tripp	64,953	15,848	30.1	21.7	10.3	8.3	.0023
Turner	78,163	16,077	27.9	25.7	9.5	5.6	.0022
Union	131,542	24,976	22.3	29.3	17.5	14.0	.0031
Walworth	59,900	17,576	28.4	26.2	11.7	6.0	.0021
Yankton	258,095	25,137	22.9	29.1	17.0	15.7	.0075
Ziebach	11,461	12,808	35.6	15.4	5.0	5.7	.0005
TOTAL METRO COUNTIES	**3,039,261**	**27,479**	**21.8**	**26.3**	**18.7**	**18.9**	**.0942**
TOTAL STATE	**8,289,015**	**21,826**	**24.6**	**25.9**	**14.9**	**13.0**	**.2512**

Tennessee

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
CHATTANOOGA	**435.2**	**.1736**	**34.6**	**9.9**	**15.7**	**21.9**	**27.5**	**167.1**
Hamilton	286.6	.1143	34.8	10.1	15.8	21.9	27.8	112.2
• Chattanooga	153.0	.0610	34.8	10.[illegible]	16.2	19.8	29.8	62.4
Marion	24.9	.0099	34.2	[illegible]	15.3	21.9	26.9	9.2
Sequatchie	8.9	.0036	34.0	10.1	15.4	22.1	26.4	3.3
Catoosa, Ga.	*43.0*	*.0172*	*34.0*	*9.5*	*15.8*	*22.7*	*25.8*	*15.9*
Dade, Ga.	*13.2*	*.0053*	*32.7*	*11.7*	*13.6*	*21.6*	*24.8*	*4.7*
Walker, Ga.	*58.6*	*.0233*	*34.6*	*9.2*	*15.5*	*21.3*	*28.1*	*21.8*
SUBURBAN TOTAL	282.2	.1126	34.5	9.5	15.4	23.1	26.2	104.7
CLARKSVILLE-HOPKINSVILLE	**170.6**	**.0681**	**28.6**	**16.5**	**19.5**	**18.1**	**19.3**	**56.4**
Montgomery	101.9	.0407	28.9	15.6	19.7	19.1	18.8	34.9
• Clarksville	76.5	.0305	27.8	17.8	20.7	18.1	17.0	25.8
Christian, Ky.	*68.7*	*.0274*	*28.1*	*17.7*	*19.4*	*16.5*	*20.1*	*21.5*
• *Hopkinsville*	*29.7*	*.0118*	*34.0*	*10.1*	*15.3*	*19.2*	*29.4*	*11.4*
SUBURBAN TOTAL	64.4	.0258	27.6	17.8	20.3	17.5	17.5	19.2
JACKSON	**78.1**	**.0312**	**33.0**	**10.9**	**16.0**	**20.4**	**26.4**	**29.7**
Madison	78.1	.0312	33.0	10.9	16.0	20.4	26.4	29.7
• Jackson	49.0	.0195	32.8	12.6	15.5	18.4	28.2	19.2
SUBURBAN TOTAL	29.1	.0117	33.4	8.1	16.4	23.7	23.6	10.5
JOHNSON CITY-KINGSPORT-BRISTOL	**436.4**	**.1741**	**36.5**	**10.3**	**15.5**	**22.0**	**30.2**	**170.6**
Carter	51.5	.0206	36.4	10.8	14.9	21.5	30.5	20.2
Hawkins	44.7	.0178	35.5	9.7	15.6	22.4	28.4	17.2
Sullivan	143.8	.0574	37.1	9.5	14.7	22.6	30.5	56.8
• Bristol	23.5	.0094	37.9	9.9	14.5	21.0	33.2	9.8
• Kingsport	36.4	.0145	40.2	8.5	13.2	20.2	36.9	15.6
Unicoi	16.5	.0066	38.2	8.7	14.8	21.2	33.4	6.6
Washington	92.5	.0368	34.8	12.5	15.9	21.4	28.3	35.9
• Johnson City	49.5	.0197	34.6	15.0	15.4	19.1	30.4	19.7

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnisn. Appliance ($000)	Automotive ($000)	Drug ($000)
CHATTANOOGA	**3,008,397**	**571,689**	**276,848**	**360,598**	**150,236**	**661,089**	**94,497**
Hamilton	2,355,926	388,212	233,463	298,312	126,417	567,992	71,363
• Chattanooga	1,923,629	285,222	171,651	260,909	91,611	538,497	47,191
Marion	119,443	34,[illegible]58	6,876	13,930	4,171	17,562	3,638
Sequatchie	35,528	11,280	1,963	825	430	11,191	2,147
Catoosa, Ga.	*217,414*	*62,405*	*21,530*	*35,630*	*1[illegible],987*	*20,407*	*8,379*
Dade, Ga.	*54,712*	*21,839*	*3,683*	*1,260*	*[illegible]31*	*5,059*	*1,353*
Walker, Ga.	*225,374*	*53,695*	*9,333*	*10,641*	*7,900*	*38,848*	*7,617*
SUBURBAN TOTAL	1,084,768	286,467	105,197	99,689	58,625	122,562	47,306
CLARKSVILLE-HOPKINSVILLE	**1,026,950**	**142,505**	**95,546**	**138,527**	**50,441**	**309,114**	**29,394**
Montgomery	660,465	83,499	55,594	97,405	34,577	225,478	14,151
• Clarksville	622,781	69,561	49,764	93,345	32,610	222,945	13,207
Christian, Ky.	*366,485*	*59,006*	*39,952*	*41,122*	*15,864*	*83,636*	*15,243*
• *Hopkinsville*	*289,735*	*52,424*	*29,459*	*28,590*	*14,025*	*63,734*	*13,562*
SUBURBAN TOTAL	114,434	20,520	16,323	16,592	3,806	22,435	2,625
JACKSON	**652,990**	**114,901**	**44,594**	**127,567**	**28,004**	**128,346**	**19,074**
Madison	652,990	114,901	44,594	127,567	28,004	128,346	19,074
• Jackson	626,533	109,959	44,445	127,202	26,515	126,854	19,038
SUBURBAN TOTAL	26,457	4,942	149	365	1,489	1,492	36
JOHNSON CITY-KINGSPORT-BRISTOL	**2,574,211**	**504,213**	**233,035**	**393,632**	**107,255**	**615,138**	**107,747**
Carter	179,139	40,542	17,692	28,457	6,172	32,036	7,905
Hawkins	136,598	46,455	12,969	9,811	5,850	20,766	9,188
Sullivan	1,084,511	150,804	93,876	225,207	38,521	311,764	36,820
• Bristol	329,696	45,973	29,714	57,989	12,217	129,843	10,483
• Kingsport	675,247	84,882	60,142	163,332	23,356	153,032	24,402
Unicoi	48,182	13,636	6,516	1,761	1,633	13,385	4,495
Washington	594,124	96,556	62,819	87,840	29,023	138,790	26,823
• Johnson City	520,383	74,370	57,388	86,402	26,544	128,244	21,728

POPULATION

RETAIL SALES BY STORE GROUP

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Bristol city, Va.	*18.3*	*.0073*	*37.9*	*10.2*	*14.3*	*19.2*	*34.6*	*7.5*	*238,132*	*49,749*	*17,859*	*21,613*	*15,463*	*42,466*	*9,194*
• *Bristol*	*18.3*	*.0073*	*37.9*	*10.2*	*14.3*	*19.2*	*34.6*	*7.5*	*238,132*	*49,749*	*17,859*	*21,613*	*15,463*	*42,466*	*9,194*
Scott, Va.	*23.1*	*.0092*	*38.2*	*9.3*	*13.9*	*21.3*	*33.3*	*8.9*	*112,301*	*50,675*	*6,097*	*2,899*	*2,352*	*15,450*	*6,803*
Washington, Va.	*46.0*	*.0184*	*37.0*	*9.9*	*14.6*	*22.7*	*30.3*	*17.5*	*181,224*	*55,796*	*15,207*	*16,044*	*8,241*	*40,481*	*6,519*
SUBURBAN TOTAL	308.7	.1232	36.2	9.8	15.2	22.9	29.0	118.0	810,753	249,239	67,932	64,296	29,675	161,553	41,940
KNOXVILLE	**608.4**	**.2426**	**34.6**	**11.2**	**16.2**	**21.9**	**27.6**	**239.3**	**4,776,261**	**770,948**	**465,392**	**614,842**	**225,747**	**1,203,682**	**165,287**
Anderson	68.6	.0274	36.7	8.5	14.9	21.8	30.7	27.5	439,061	92,404	35,822	57,468	8,233	134,032	18,448
• Oak Ridge	27.5	.0110	39.8	7.0	13.0	22.2	35.2	11.8	275,080	53,086	23,208	44,096	6,528	81,030	8,992
Blount	86.7	.0346	36.2	9.5	15.5	22.9	29.1	33.9	481,848	109,593	42,907	77,659	27,841	295,231	21,361
Grainger	17.1	.0068	34.8	10.3	15.5	21.4	28.3	6.4	35,682	13,079	1,739	115	1,640	13,351	1,606
Jefferson	33.1	.0132	35.6	12.7	14.4	21.2	29.6	12.4	137,131	36,587	12,993	15,131	5,722	30,232	6,927
Knox	337.2	.1344	33.8	12.5	17.0	21.6	26.3	134.2	3,050,701	448,124	275,850	433,047	171,175	689,339	101,851
• Knoxville	165.8	.0661	32.7	16.3	17.6	18.1	27.9	70.3	2,451,797	352,245	227,664	364,455	155,690	535,857	80,365
Sevier	51.9	.0207	35.5	9.3	15.8	22.8	28.1	19.9	414,043	64,662	95,495	31,128	19,998	36,880	13,938
Union	13.8	.0055	32.5	10.3	16.9	21.2	24.7	5.0	17,795	6,499	586	294	1,138	4,617	1,156
SUBURBAN TOTAL	415.1	.1655	35.2	9.5	15.9	23.5	26.8	157.2	2,049,384	365,617	214,520	206,291	73,529	586,795	75,930
MEMPHIS	**990.6**	**.3949**	**31.3**	**10.9**	**17.5**	**21.2**	**22.3**	**360.3**	**7,055,066**	**1,130,045**	**605,591**	**987,964**	**361,703**	**1,872,298**	**310,512**
Shelby	831.6	.3315	31.3	11.1	18.0	21.2	22.2	305.6	6,245,162	924,459	548,775	885,102	344,851	1,729,960	275,287
• Memphis	614.2	.2449	31.6	11.2	17.7	19.3	24.7	231.3	5,316,937	718,069	469,028	716,452	309,962	1,584,394	229,085
Tipton	38.1	.0152	31.0	9.5	16.5	20.4	22.9	13.2	122,780	29,005	7,878	16,468	3,196	27,099	4,716
Crittenden, Ark.	*50.1*	*.0199*	*29.9*	*10.0*	*15.9*	*19.3*	*22.6*	*17.2*	*407,428*	*78,558*	*28,030*	*32,616*	*6,278*	*75,538*	*15,473*
• *West Memphis*	*28.4*	*.0113*	*30.3*	*10.3*	[illegible]	*19.9*	*22.6*	*9.9*	*341,442*	*62,829*	*25,523*	*27,666*	*6,216*	*72,832*	*14,585*
De Soto, Miss.	*70.8*	*.0283*	*31.6*	*9.9*	[illegible]	*23.0*	*21.3*	*24.3*	*279,696*	*98,023*	*20,908*	*53,778*	*7,378*	*39,701*	*15,036*
SUBURBAN TOTAL	348.0	.1387	30.7	10.4	17.7	24.6	17.8	119.1	1,396,687	349,147	111,040	243,846	45,525	215,072	66,842
NASHVILLE	**997.5**	**.3975**	**32.5**	**10.7**	**18.6**	**22.2**	**23.2**	**380.5**	**7,838,318**	**1,200,315**	**812,792**	**1,120,945**	**438,474**	**1,982,461**	**254,634**
Cheatham	27.7	.0110	32.1	8.7	18.5	23.5	21.1	9.7	61,474	25,201	4,201	1,260	1,434	5,463	4,525
Davidson	513.6	.2047	32.7	11.5	20.2	21.1	24.3	208.7	5,232,568	644,422	595,330	899,897	335,769	1,263,680	164,915
• Nashville-Davidson	491.1	.1958	32.5	11.7	20.4	21.0	23.8	199.7	4,922,850	613,136	[illegible]	771,671	323,830	1,254,116	156,376
Dickson	35.6	.0142	33.0	9.6	16.1	20.5	26.3	13.2	210,073	56,474	16,250	32,690	8,892	43,086	7,968
Robertson	42.1	.0167	33.2	8.6	16.9	21.0	25.9	15.0	196,295	50,752	9,549	17,846	4,484	67,251	7,999
Rutherford	121.6	.0485	29.8	13.9	18.8	21.1	19.2	43.3	708,951	126,848	66,537	69,671	37,844	194,513	20,054
• Murfreesboro	46.1	.0184	28.3	21.9	17.4	18.0	20.4	17.6	563,739	87,229	52,806	49,279	33,182	175,739	13,709
Sumner	105.0	.0418	33.3	9.1	15.9	23.9	23.3	37.5	503,429	133,502	44,947	46,508	12,465	100,968	20,957
Williamson	82.9	.0331	34.1	7.2	15.1	27.6	21.0	28.6	583,297	106,537	43,112	22,665	28,010	182,957	18,277
Wilson	69.0	.0275	33.4	8.6	16.5	24.6	22.8	24.5	342,231	56,579	32,866	30,408	9,576	104,543	9,939
SUBURBAN TOTAL	460.3	.1833	33.1	8.6	16.5	24.0	22.8	163.2	2,351,729	499,950	195,654	299,995	81,462	552,606	84,549
OTHER COUNTIES															
Bedford	30.6	.0122	35.0	9.4	15.0	20.5	29.5	11.7	141,878	37,025	11,194	17,074	5,858	30,951	8,481
Benton	14.5	.0058	38.6	8.4	13.5	20.2	34.8	5.8	63,734	13,852	4,241	9,826	1,373	10,359	2,734
Bledsoe	9.7	.0038	34.2	9.7	17.0	22.3	26.3	3.3	20,446	7,261	1,526	989	534	4,722	390
Bradley	74.3	.0296	33.3	11.5	16.4	22.0	25.2	27.8	480,536	95,874	42,249	59,515	23,071	125,115	20,075
Campbell	35.0	.0140	35.2	9.8	14.1	20.6	29.6	13.1	155,475	43,751	10,183	13,119	3,894	27,487	5,693
Cannon	10.5	.0042	35.6	9.2	14.6	19.8	31.0	4.0	25,385	8,649	902	1,196	366	5,862	1,616
Carroll	27.5	.0109	37.4	9.3	13.5	19.9	33.4	10.7	118,984	27,696	5,383	10,600	5,737	35,726	6,199
Chester	12.8	.0051	33.0	15.5	13.3	18.7	28.7	4.6	42,105	7,473	2,391	1,228	2,654	18,341	1,238
Claiborne	26.3	.0105	34.1	10.8	14.8	21.6	27.1	9.7	61,916	23,475	3,352	1,910	1,826	6,626	3,978
Clay	7.2	.0029	37.3	9.3	14.2	20.9	32.3	2.8	14,657	5,752	1,053	123	175	1,446	604

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TENN. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Cocke	29.2	.0116	35.3	10.0	15.4	21.7	28.7	11.2	149,030	38,816	15,263	22,854	1,755	22,083	7,988
Coffee	40.6	.0162	35.1	8.8	15.1	20.5	29.8	15.6	289,717	51,409	28,941	48,791	9,261	61,518	12,819
Crockett	13.3	.0053	36.6	8.4	15.0	19.3	32.8	5.2	58,936	13,848	1,785	545	1,798	23,993	3,006
Cumberland	35.3	.0141	37.6	8.7	14.2	19.3	34.2	13.6	203,764	69,045	16,069	26,102	6,335	38,805	7,537
Decatur	10.4	.0042	38.8	8.7	13.1	20.2	35.1	4.2	54,494	15,714	2,773	1,640	1,121	14,202	2,949
De Kalb	14.4	.0057	36.8	9.2	14.1	20.8	31.7	5.7	49,244	15,416	2,981	2,380	1,230	13,798	3,488
Dyer	35.0	.0140	34.5	9.7	15.3	20.9	28.3	13.7	291,516	49,575	21,303	43,633	12,119	88,106	7,499
Fayette	25.7	.0102	32.3	9.0	15.0	19.5	26.4	8.5	51,762	16,235	2,600	5,552	3,069	9,187	2,248
Fentress	14.7	.0059	34.8	9.9	14.1	21.9	27.9	5.5	47,794	20,831	2,909	2,554	1,006	4,089	2,107
Franklin	34.9	.0139	35.2	10.5	14.4	20.9	29.5	12.7	145,176	39,246	9,730	15,871	4,837	32,657	7,898
Gibson	46.1	.0184	37.3	8.8	14.1	19.3	33.7	18.3	245,549	33,377	19,906	28,693	7,743	80,907	15,409
Giles	25.8	.0103	35.8	9.7	14.1	20.6	30.5	9.9	124,667	31,963	5,548	16,298	5,456	26,398	7,095
Greene	55.9	.0223	36.6	9.7	14.9	21.9	30.4	21.5	274,061	66,485	21,554	31,407	9,032	60,050	13,423
Grundy	13.3	.0053	33.8	9.7	13.9	20.1	28.3	4.8	44,366	11,188	4,645	1,160	362	4,204	1,411
Hamblen	50.5	.0201	35.3	10.2	15.3	22.5	27.8	19.4	365,539	71,281	29,905	40,444	7,639	118,157	15,581
Hancock	6.7	.0026	35.2	9.4	14.9	19.5	30.8	2.5	10,718	3,469	299		507	1,441	1,422
Hardeman	23.4	.0094	33.0	9.4	15.0	19.2	27.8	8.3	113,697	23,306	5,527	17,944	1,964	17,014	3,305
Hardin	22.7	.0090	36.5	9.1	13.6	20.9	31.3	8.8	104,583	19,226	8,005	10,052	5,698	30,990	5,330
Haywood	19.4	.0078	32.9	9.3	14.5	18.6	28.3	7.0	84,007	17,410	4,122	7,141	3,480	30,280	3,765
Henderson	21.9	.0087	35.8	8.9	14.9	20.6	30.4	8.5	112,027	24,235	6,258	14,077	4,628	28,854	4,068
Henry	27.9	.0111	39.2	7.9	13.5	19.4	36.2	11.4	165,260	36,774	10,699	18,641	7,351	38,947	7,095
Hickman	16.9	.0068	35.1	9.1	16.6	21.5	28.6	6.0	38,254	12,968	2,125	1,028	1,198	6,396	1,903
Houston	7.1	.0028	38.0	8.4	13.3	19.8	34.3	2.7	14,995	7,198	1,125	370	135	2,307	1,102
Humphreys	15.8	.0063	36.6	8.5	13.9	21.3	31.0	6.1	75,257	18,313	4,550	12,947	1,936	10,652	3,270
Jackson	9.3	.0037	37.9	9.0	13.8	21.0	33.3	3.6	36,101	16,310	1,316	434	492	1,949	2,072
Johnson	13.7	.0055	37.7	9.1	13.6	21.7	32.2	5.4	38,395	11,997	1,573	1,370	574	7,788	3,413
Lake	7.1	.0028	34.2	12.2	16.9	20.0	28.7	2.4	13,897	5,682	1,082	138	53	1,926	851
Lauderdale	23.5	.0094	33.0	9.7	16.2	19.0	27.7	8.4	79,359	19,834	5,208	12,034	3,580	13,698	6,394
Lawrence	35.4	.0141	34.3	9.8	14.9	19.5	29.5	13.4	187,831	47,586	8,505	20,917	16,034	52,248	9,870
Lewis	9.3	.0037	34.7	9.1	14.3	20.3	29.3	3.6	26,060	8,678	2,369	1,907	942	6,113	1,689
Lincoln	28.3	.0113	35.7	9.2	14.9	19.9	30.9	10.9	135,920	27,821	10,885	9,316	4,896	43,063	7,013

MEMPHIS
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Dominant Reach

Every day in the Memphis area The Commercial Appeal reaches more people who are better educated and have more money to spend than any other advertising medium.

Prime demographic groups targeted by average Sunday readership:

- 81% of the adults who have household incomes of $25K+
- 85% of the adults who have household incomes of $50K+
- 83% of the adults who attended college or graduated from college

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Represented nationally by Sawyer-Ferguson-Walker with advertising offices in New York, Chicago, Los Angeles, Atlanta, Boston, Charlotte, Dallas, Detroit, Miami, Minneapolis, Philadelphia and San Francisco.

SOURCE: 1990 Belden CMS

Circle No. 209 on Reader Service Card

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Loudon	31.5	.0126	36.5	9.0	15.0	22.1	30.3	12.3
McMinn	42.5	.0169	35.4	9.7	15.0	21.2	29.5	16.4
McNairy	22.5	.0090	37.2	8.2	13.9	21.3	32.0	8.9
Macon	15.9	.0063	34.6	9.9	15.1	20.8	28.7	6.2
Marshall	21.7	.0087	35.0	9.3	15.2	21.2	28.8	8.3
Maury	55.2	.0220	34.0	9.1	16.3	21.2	27.2	20.8
Meigs	8.1	.0032	35.2	10.3	14.4	23.3	27.0	3.0
Monroe	30.7	.0122	34.8	10.5	14.3	21.6	28.1	11.4
Moore	4.7	.0018	36.0	8.9	14.0	22.6	28.8	1.7
Morgan	17.4	.0070	33.3	10.0	17.0	21.8	25.3	5.9
Obion	31.6	.0126	35.2	9.4	13.9	21.3	30.5	12.4
Overton	17.7	.0070	36.7	9.5	13.8	21.2	31.3	6.8
Perry	6.7	.0027	37.7	7.9	13.0	20.3	33.5	2.5
Pickett	4.5	.0018	38.0	8.1	13.0	20.0	34.2	1.8
Polk	13.7	.0055	36.5	9.8	13.8	21.8	30.3	5.1
Putnam	51.8	.0206	32.5	16.5	15.1	19.9	26.4	19.9
Rhea	24.4	.0097	34.8	10.4	14.3	21.2	28.6	9.2
Roane	47.2	.0189	37.6	8.7	13.7	22.1	31.8	18.4
Scott	18.3	.0073	32.0	10.0	15.0	20.5	25.0	6.5
Smith	14.1	.0056	35.4	8.7	15.6	20.2	30.3	5.3
Stewart	9.5	.0038	38.9	8.4	13.5	20.8	34.8	3.7
Trousdale	5.9	.0024	36.4	8.9	14.8	20.7	31.4	2.3
Van Buren	4.8	.0019	33.9	9.6	15.7	21.1	27.1	1.8
Warren	33.1	.0132	35.1	9.5	15.0	20.8	29.4	12.7
Wayne	13.9	.0056	35.0	9.7	14.4	20.4	29.6	5.2
Weakley	31.9	.0127	33.2	16.2	13.9	18.0	29.5	12.0
White	20.1	.0080	36.9	9.2	14.1	20.9	31.8	7.7
TOTAL METRO COUNTIES	**3,325.0**	**1.3257**	**33.0**	**10.9**	**17.4**	**21.7**	**24.8**	**1,264.6**
TOTAL STATE	**4,906.3**	**1.9562**	**33.7**	**10.6**	**16.4**	**21.4**	**26.4**	**1,865.1**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Loudon	155,904	33,456	12,077	10,512	4,340	62,117	7,837
McMinn	220,989	37,232	18,508	26,290	7,995	49,924	12,698
McNairy	81,825	24,929	3,994	9,443	3,521	16,827	3,389
Macon	53,174	14,206	3,346	10,016	908	4,194	3,813
Marshall	117,531	32,732	5,023	9,544	4,013	34,715	6,163
Maury	358,188	64,709	26,101	43,966	14,218	89,840	11,975
Meigs	10,179	5,452	1,302	96	238	1,329	908
Monroe	139,621	42,164	11,889	18,470	3,554	24,904	6,576
Moore	3,668	1,836	112	90	46	681	128
Morgan	26,262	9,309	1,092	194	238	8,952	1,914
Obion	199,059	33,664	13,838	24,549	5,646	55,779	7,699
Overton	42,853	16,717	2,954	4,262	2,782	6,259	1,802
Perry	16,497	8,691	1,465	260	311	843	1,983
Pickett	10,036	3,010	1,332	103	237	2,851	434
Polk	29,372	13,231	3,152	2,250	265	3,964	1,668
Putnam	385,046	78,214	32,514	60,210	15,904	89,923	8,612
Rhea	105,757	33,487	6,493	12,124	1,625	27,155	5,789
Roane	210,630	56,662	13,391	23,677	6,677	65,687	12,445
Scott	56,766	13,195	6,634	11,390	388	8,827	4,999
Smith	71,339	15,579	2,682	11,577	7,670	12,894	3,380
Stewart	25,871	14,129	1,398	799	1,342	2,178	280
Trousdale	25,338	7,434	311	166	289	760	1,576
Van Buren	3,057	1,409	497		158	229	
Warren	182,530	49,296	11,405	25,025	6,686	36,482	8,564
Wayne	44,066	17,006	574	3,066	166	5,601	2,482
Weakley	135,002	25,556	10,964	16,796	5,905	29,145	6,311
White	104,924	23,387	5,133	11,553	1,437	45,222	4,730
TOTAL METRO COUNTIES	**24,849,427**	**3,904,870**	**2,371,199**	**3,528,472**	**1,297,066**	**6,410,512**	**895,528**
TOTAL STATE	**32,422,003**	**5,497,406**	**2,911,814**	**4,396,720**	**1,565,334**	**8,256,449**	**1,247,711**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
CHATTANOOGA	**5,147,810**	**23,760**	**22.5**	**27.2**	**16.1**	**14.2**	**.1583**
Hamilton	3,631,804	24,518	21.8	26.1	16.4	16.2	.1139
• Chattanooga	1,840,488	21,323	23.5	24.8	14.2	13.6	.0704
Marion	223,798	18,529	26.4	27.9	11.1	7.3	.0072
Sequatchie	88,352	19,957	27.2	26.4	13.2	10.3	.0026
Catoosa, Ga.	*457,840*	*24,789*	*21.7*	*29.9*	*18.4*	*11.7*	*.0136*
Dade, Ga.	*120,754*	*20,857*	*23.5*	*30.6*	*13.3*	*8.0*	*.0037*
Walker, Ga.	*625,262*	*23,172*	*24.2*	*29.4*	*16.5*	*10.8*	*.0173*
SUBURBAN TOTAL	3,307,322	25,058	21.9	28.5	17.3	14.6	.0879
CLARKSVILLE–HOPKINSVILLE	**1,742,055**	**21,057**	**28.1**	**27.5**	**14.1**	**11.0**	**.0556**
Montgomery	1,056,660	22,389	26.4	29.6	15.0	11.2	.0342
• Clarksville	786,900	22,006	27.7	30.5	14.2	10.9	.0277
Christian, Ky.	*685,395*	*18,970*	*30.7*	*24.2*	*12.6*	*10.6*	*.0214*
• *Hopkinsville*	*336,232*	*20,510*	*26.0*	*23.6*	*14.6*	*12.9*	*.0120*
SUBURBAN TOTAL	618,923	19,907	29.6	26.2	13.7	9.9	.0159
JACKSON	**934,295**	**23,818**	**21.4**	**23.5**	**17.5**	**16.2**	**.0304**
Madison	934,295	23,818	21.4	23.5	17.5	16.2	.0304
• Jackson	596,736	22,906	22.5	23.2	16.2	16.3	.0228
SUBURBAN TOTAL	337,559	25,413	19.4	24.0	20.0	16.0	.0076
JOHNSON CITY–KINGSPORT–BRISTOL	**5,077,803**	**22,770**	**23.7**	**27.4**	**15.7**	**12.8**	**.1501**
Carter	494,649	18,664	29.5	27.0	12.1	7.4	.0140
Hawkins	507,730	23,865	21.7	26.4	18.0	13.1	.0131
Sullivan	1,815,102	25,390	21.2	27.2	17.9	15.5	.0554
• Bristol	301,487	22,254	25.1	25.7	14.4	14.6	.0117
• Kingsport	509,792	23,792	21.6	24.3	15.1	17.6	.0214

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Unicoi	192,802	23,227	22.8	28.8	16.2	12.5	.0048
Washington	1,077,484	21,694	25.1	28.1	13.9	12.0	.0327
• Johnson City	603,037	18,958	26.4	22.7	11.3	13.8	.0212
Bristol city, Va.	*208,013*	*21,169*	*22.4*	*27.3*	*13.7*	*11.4*	*.0085*
• *Bristol*	*208,013*	*21,169*	*22.4*	*27.3*	*13.7*	*11.4*	*.0085*
Scott, Va.	*266,371*	*22,622*	*23.4*	*24.5*	*14.8*	*15.9*	*.0075*
Washington, Va.	*515,652*	*21,870*	*25.7*	*28.0*	*15.2*	*10.9*	*.0141*
SUBURBAN TOTAL	3,455,474	23,394	23.5	28.6	16.8	11.9	.0873
KNOXVILLE	**7,601,304**	**23,564**	**22.6**	**25.7**	**15.3**	**16.0**	**.2362**
Anderson	1,013,323	28,570	18.6	24.9	16.9	23.3	.0272
• Oak Ridge	516,179	34,750	16.5	21.6	15.9	33.8	.0141
Blount	981,559	22,320	24.1	26.7	16.4	11.6	.0322
Grainger	141,530	17,244	29.0	27.6	9.2	5.6	.0039
Jefferson	375,360	23,518	23.5	28.6	15.2	13.8	.0103
Knox	4,452,400	24,277	21.8	24.8	15.5	17.7	.1411
• Knoxville	2,041,723	19,879	25.1	24.5	12.7	12.5	.0831
Sevier	529,769	20,461	26.5	28.6	13.2	9.4	.0185
Union	107,363	17,117	28.1	28.7	8.7	5.2	.0030
SUBURBAN TOTAL	5,043,402	24,638	21.9	26.5	16.4	16.3	.1390
MEMPHIS	**12,[illegible]6,512**	**24,834**	**20.3**	**24.0**	**16.3**	**18.3**	**.3692**
Shelby	10,479,114	25,091	20.2	23.3	16.0	19.2	.3197
• Memphis	7,438,839	23,229	21.4	24.2	15.0	16.8	.2435
Tipton	358,277	20,693	23.2	26.0	13.7	11.6	.0101
Crittenden, Ark.	*437,485*	*17,455*	*24.6*	*22.8*	*13.3*	*8.7*	*.0171*
• *West Memphis*	*274,458*	*20,129*	*23.4*	*25.4*	*15.2*	*9.6*	*.0119*
De Soto, Miss.	*831,636*	*30,064*	*18.2*	*25.3*	*22.8*	*18.3*	*.0223*
SUBURBAN TOTAL	4,393,215	28,963	18.1	23.[illegible]	18.8	21.9	.1138

TENN. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
NASHVILLE	**14,218,795**	**28,687**	**19.0**	**25.5**	**18.5**	**21.7**	**.4131**
Cheatham	315,230	26,036	21.8	30.3	19.0	13.7	.0078
Davidson	7,794,518	27,884	19.8	25.5	17.5	21.5	.2391
• Nashville-Davidson	7,225,745	27,486	20.1	25.7	17.7	20.6	.2241
Dickson	413,136	24,321	21.6	26.7	18.8	13.2	.0122
Robertson	491,458	26,489	19.8	25.9	19.5	16.7	.0137
Rutherford	1,647,871	29,469	18.2	25.7	20.0	22.0	.0450
• Murfreesboro	658,486	26,160	20.4	24.4	16.7	21.1	.0225
Sumner	1,326,103	28,838	18.1	27.1	19.4	20.0	.0358
Williamson	1,349,849	37,281	15.1	20.9	18.9	34.4	.0357
Wilson	880,630	30,375	17.1	25.1	21.0	21.0	.0238
SUBURBAN TOTAL	6,334,564	30,420	17.6	25.3	19.7	23.0	.1665
OTHER COUNTIES							
Bedford	371,624	23,779	21.5	29.4	15.7	12.5	.0101
Benton	145,374	18,569	26.7	25.5	14.5	6.9	.0044
Bledsoe	84,105	17,457	25.7	24.2	12.0	7.8	.0023
Bradley	866,007	24,121	23.2	28.5	16.7	13.7	.0263
Campbell	284,950	15,819	28.6	24.7	10.0	5.1	.0094
Cannon	91,757	17,187	29.6	27.7	8.8	6.5	.0026
Carroll	266,595	18,667	26.1	27.2	12.6	7.5	.0080
Chester	117,877	18,718	21.9	25.4	13.6	8.7	.0035
Claiborne	206,137	14,723	30.7	20.7	9.4	6.1	.0061
Clay	66,206	16,689	29.0	24.4	10.2	6.9	.0016
Cocke	258,596	17,624	26.2	24.9	12.3	6.6	.0086
Coffee	494,322	24,244	22.9	26.9	15.5	16.1	.0151
Crockett	123,930	18,000	25.7	26.2	11.8	7.2	.0038
Cumberland	359,738	19,871	27.3	27.4	12.8	9.4	.0114
Decatur	105,196	18,658	26.1	25.3	12.5	8.7	.0034
De Kalb	140,299	17,025	26.8	26.8	10.0	5.9	.0039
Dyer	386,906	20,650	25.4	25.5	14.1	12.1	.0131
Fayette	211,187	18,017	24.3	24.7	11.6	9.6	.0060
Fentress	99,109	12,991	32.2	20.3	6.8	3.3	.0033
Franklin	383,190	22,966	22.9	27.5	16.0	13.0	.0107
Gibson	523,676	21,749	22.9	26.3	15.7	11.7	.0152
Giles	295,404	23,241	21.8	28.1	15.6	13.6	.0084
Greene	676,654	24,134	22.1	27.1	17.5	13.4	.0187
Grundy	122,770	17,817	27.9	24.9	12.1	7.0	.0036
Hamblen	549,564	22,055	25.6	28.7	15.4	10.8	.0179
Hancock	47,250	13,280	28.8	21.6	5.5	5.6	.0014
Hardeman	223,020	19,808	24.1	26.3	13.8	9.5	.0069
Hardin	201,907	17,670	26.6	26.8	11.1	6.5	.0064
Haywood	176,535	16,816	27.9	23.3	10.3	9.0	.0055
Henderson	235,004	21,990	22.8	29.8	14.2	10.8	.0070
Henry	287,752	18,903	27.7	26.1	12.4	8.6	.0090
Hickman	157,750	21,072	25.0	29.9	13.9	8.6	.0043
Houston	68,101	18,914	25.7	25.0	11.8	10.8	.0017
Humphreys	165,266	23,288	19.7	28.9	17.3	10.0	.0050
Jackson	95,120	18,616	24.9	22.8	13.7	10.3	.0026
Johnson	117,569	17,265	28.5	29.0	8.8	4.7	.0035
Lake	54,211	15,451	28.5	24.0	8.0	7.1	.0015
Lauderdale	212,624	19,230	23.1	27.0	12.1	8.9	.0063
Lawrence	407,088	23,923	21.0	28.3	16.9	13.6	.0117
Lewis	91,598	17,970	30.1	27.3	11.0	6.9	.0025
Lincoln	279,213	19,528	27.4	26.8	12.6	9.3	.0085
Loudon	436,702	27,173	21.0	24.0	17.4	20.9	.0114
McMinn	495,246	23,447	22.7	25.7	16.7	13.6	.0140
McNairy	207,792	17,957	26.4	27.6	10.8	6.8	.0062
Macon	161,231	19,743	24.9	29.9	12.2	7.2	.0045
Marshall	271,422	24,519	22.2	27.2	17.5	13.9	.0074
Maury	666,084	25,260	19.5	26.9	18.2	15.1	.0200
Meigs	83,524	21,932	24.8	27.6	14.8	12.2	.0020
Monroe	316,896	20,740	25.8	27.9	13.8	10.1	.0093
Moore	57,660	28,182	21.0	26.2	20.3	17.3	.0012
Morgan	162,063	19,233	27.6	25.3	14.1	8.7	.0041
Obion	387,442	23,415	23.1	25.1	17.2	13.7	.0113
Overton	150,437	16,175	27.3	25.4	8.6	6.7	.0044
Perry	61,194	19,113	29.0	29.0	11.7	7.0	.0017
Pickett	40,405	17,370	32.1	27.1	7.1	7.7	.0010
Polk	103,065	16,230	28.9	27.9	9.1	2.8	.0031
Putnam	560,859	20,242	26.1	25.7	14.2	10.6	.0186
Rhea	269,945	22,596	22.3	26.2	15.1	14.1	.0075
Roane	576,682	24,550	21.9	25.9	16.9	15.4	.0155
Scott	139,741	14,037	30.2	21.9	7.5	4.6	.0044
Smith	146,778	22,287	23.7	29.8	14.6	10.4	.0045
Stewart	93,454	19,987	23.9	27.8	15.0	7.3	.0024
Trousdale	68,506	24,180	22.8	29.2	17.9	12.0	.0020
Van Buren	48,188	19,719	30.1	28.9	12.0	8.3	.0010
Warren	359,772	21,845	23.9	29.4	14.4	10.9	.0108
Wayne	133,620	20,909	22.8	30.5	13.2	8.4	.0037
Weakley	323,122	19,367	27.7	26.2	13.8	8.6	.0094
White	189,840	18,418	28.9	27.3	12.3	6.9	.0060
TOTAL METRO COUNTIES	**42,680,166**	**25,255**	**21.1**	**25.4**	**16.6**	**17.9**	**1.2874**
TOTAL STATE	**59,243,017**	**23,644**	**22.2**	**25.9**	**15.8**	**15.6**	**1.7760**

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A SCRIPPS HOWARD NEWSPAPER

Circle No. 210 on Reader Service Card

Texas

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
ABILENE	**119.5**	**.0477**	**30.5**	**13.2**	**17.1**	**18.3**	**23.9**	**43.2**
Taylor	119.5	.0477	30.5	13.2	17.1	18.3	23.9	43.2
• Abilene	106.5	.0425	30.0	14.0	17.3	17.9	23.4	38.3
SUBURBAN TOTAL	13.0	.0052	35.6	6.7	13.9	22.3	28.7	4.9
AMARILLO	**188.0**	**.0750**	**31.8**	**10.2**	**17.0**	**19.9**	**24.6**	**72.1**
Potter	97.3	.0388	31.4	10.2	16.9	18.0	25.9	37.1
• Amarillo	156.7	.0625	32.0	9.6	17.3	19.7	25.0	60.8
Randall	90.7	.0362	32.2	10.2	17.0	21.9	23.4	35.0
SUBURBAN TOTAL	31.3	.0125	30.8	13.1	15.7	20.6	22.8	11.3
AUSTIN	**798.0**	**.3181**	**29.5**	**15.1**	**20.9**	**21.7**	**16.8**	**310.4**
Hays	67.0	.0267	26.6	22.7	15.8	19.7	17.1	22.7
Travis	587.4	.2342	29.6	15.6	22.0	21.5	16.7	237.5
• Austin	474.5	.1892	29.1	17.5	22.4	20.4	16.4	195.8
Williamson	143.6	.0572	29.9	9.3	19.4	23.3	16.9	50.2
SUBURBAN TOTAL	323.5	.1289	30.1	11.6	16.9	23.5	17.3	114.6
BEAUMONT–PORT ARTHUR	**359.1**	**.1432**	**33.3**	**9.2**	**15.8**	**19.9**	**27.3**	**133.5**
Hardin	41.2	.0165	33.1	8.5	14.8	21.4	25.8	14.7
Jefferson	237.8	.0948	33.4	9.3	16.0	19.3	28.1	89.9
• Beaumont	113.6	.0453	32.8	10.2	16.4	19.4	27.0	43.1
• Port Arthur	58.3	.0232	33.7	8.7	14.8	17.1	30.9	22.2
Orange	80.1	.0319	32.9	9.0	15.4	21.0	25.8	28.9
SUBURBAN TOTAL	187.2	.0747	33.5	8.7	15.6	21.1	26.5	68.2
BRAZORIA	**192.7**	**.0768**	**30.9**	**9.3**	**19.0**	**22.4**	**19.8**	**64.4**
Brazoria	192.7	.0768	30.9	9.3	19.0	22.4	19.8	64.4
SUBURBAN TOTAL	192.7	.0768	30.9	9.3	19.0	22.4	19.8	64.4
BROWNSVILLE–HARLINGEN	**263.0**	**.1049**	**27.4**	**11.0**	**14.5**	**17.4**	**21.6**	**74.1**
Cameron	263.0	.1049	27.4	11.0	14.5	17.4	21.6	74.1
• Brownsville	100.1	.0399	25.9	11.8	14.8	17.4	19.2	26.6
• Harlingen	49.3	.0197	29.8	10.3	14.8	17.9	24.5	15.6
SUBURBAN TOTAL	113.6	.0453	27.6	10.6	13.9	17.3	22.4	31.9

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ABILENE	**888,838**	**128,601**	**87,273**	**142,573**	**38,292**	**218,797**	**23,988**
Taylor	888,838	128,601	87,273	142,573	38,292	218,797	23,988
• Abilene	822,298	120,463	75,893	142,327	35,972	210,565	19,948
SUBURBAN TOTAL	66,540	8,138	11,380	246	2,320	8,232	4,040
AMARILLO	**1,872,807**	**349,138**	**168,996**	**296,439**	**78,179**	**413,299**	**38,969**
Potter	1,112,803	237,235	104,630	183,811	46,789	161,219	24,835
• Amarillo	1,708,538	354,857	150,364	274,068	76,018	310,781	36,882
Randall	760,004	111,903	64,366	112,628	31,390	252,080	14,134
SUBURBAN TOTAL	164,269	5,719	18,632	22,371	2,161	102,518	2,087
AUSTIN	**6,132,077**	**1,563,277**	**695,355**	**650,408**	**308,298**	**1,162,915**	**161,089**
Hays	349,164	80,053	38,439	22,214	7,609	79,858	8,395
Travis	5,090,147	1,259,990	602,465	558,867	284,661	948,997	135,708
• Austin	4,838,386	1,190,306	569,106	540,956	275,134	930,156	127,990
Williamson	692,766	223,234	54,451	69,327	16,028	134,060	16,986
SUBURBAN TOTAL	1,293,691	372,971	126,249	109,452	33,164	232,759	33,099
BEAUMONT–PORT ARTHUR	**2,578,487**	**514,155**	**216,383**	**421,127**	**90,974**	**597,057**	**88,008**
Hardin	199,939	51,819	10,957	24,928	699	74,210	3,844
Jefferson	1,948,976	350,274	174,410	337,042	79,540	452,886	68,785
• Beaumont	1,194,195	183,076	114,020	226,628	58,861	270,491	35,747
• Port Arthur	423,558	89,843	32,110	61,834	15,246	110,272	16,219
Orange	429,572	112.062	31,016	59,157	10,735	69,961	15,379
SUBURBAN TOTAL	960,734	241,236	70,253	132,665	16,867	216,294	36,042
BRAZORIA	**1,085,656**	**313,141**	**84,940**	**155,894**	**27,210**	**258,381**	**35,806**
Brazoria	1,085,656	313,141	84,940	155,894	27,210	258,381	35,806
SUBURBAN TOTAL	1,085,656	313,141	84,940	155,894	27,210	258,381	35,806
BROWNSVILLE–HARLINGEN	**1,351,997**	**346,694**	**122,825**	**205,559**	**51,942**	**247,049**	**30,586**
Cameron	1,351,997	346,694	122,825	205,559	51,942	247,049	30,586
• Brownsville	626,542	168,579	46,731	112,951	26,281	98,632	12,328
• Harlingen	478,635	102,085	45,386	82,214	16.876	99,341	8,961
SUBURBAN TOTAL	246,820	76,030	30,708	10,394	8,785	49,076	9,297

Austin has your number.

With a circulation of nearly 220,000, the Austin American-Statesman reaches 78 percent of the 563,000 area adults with one Sunday issue.

	% OF TOTAL POPULATION	% OF MARKET REACHED
•$50,000+ household income	18%	88%
•Professionals & Executives	31%	83%
•College graduates	37%	84%
•18-34 year olds	51%	74%

For full details about the Austin market, contact Roy Gordon, National Advertising Manager at (512)445-3745.

Austin American-Statesman

Represented nationally by Branham Newspaper Sales.
Source: ABC Publisher's Statement, Sept. 1990, 1989 Austin Market Study

Circle No. 212 on Reader Service Card

TEXAS (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
BRYAN–COLLEGE STATION	**122.9**	**.0490**	**24.2**	**31.6**	**17.3**	**15.0**	**14.2**	**44.2**	**786,988**	**191,538**	**74,876**	**107,497**	**30,778**	**160,869**	**14,757**
Brazos	122.9	.0490	24.2	31.6	17.3	15.0	14.2	44.2	786,988	191,538	74,876	107,497	30,778	160,869	14,757
• Bryan	55.5	.0221	28.1	16.2	19.8	17.0	19.4	20.9	420,138	106,048	32,795	36,136	13,285	135,377	11,013
• College Station	52.9	.0211	22.7	53.6	14.6	10.9	6.8	18.0	360,735	83,374	41,549	71,361	17,274	24,696	3,744
SUBURBAN TOTAL	14.5	.0058	31.7	9.9	17.3	22.8	21.5	5.3	6,115	2,116	532		219	796	
CORPUS CHRISTI	**350.5**	**.1398**	**30.5**	**9.8**	**16.7**	**20.2**	**22.3**	**118.7**	**2,320,447**	**593,515**	**226,215**	**292,263**	**84,632**	**580,243**	**49,947**
Nueces	292.0	.1164	30.5	9.8	17.2	20.2	22.1	100.0	2,075,651	510,573	208,898	268,014	81,374	525,822	41,467
• Corpus Christi	258.2	.1029	30.6	9.8	17.4	20.4	21.9	89.7	1,947,621	459,715	196,710	256,509	80,612	503,598	40,125
San Patricio	58.5	.0234	30.5	9.5	14.6	20.0	23.4	18.7	244,796	82,942	17,317	24,249	3,258	54,421	8,480
SUBURBAN TOTAL	92.3	.0369	30.3	9.6	14.6	19.7	23.3	29.0	372,826	133,800	29,505	35,754	4,020	76,645	9,822
DALLAS	**2,602.9**	**1.0378**	**30.6**	**10.9**	**21.0**	**22.2**	**18.5**	**973.5**	**23,294,124**	**4,294,361**	**2,375,059**	**2,895,068**	**1,874,351**	**5,851,793**	**503,557**
Collin	274.9	.1096	30.8	8.8	20.7	26.5	14.9	99.8	2,116,090	420,421	180,627	319,320	95,633	601,863	44,741
Plano	134.0	.0534	30.8	8.1	19.5	29.4	12.4	46.2	1,503,250	281,069	119,740	275,834	62,425	417,132	27,174
Dallas	1,877.4	.7485	30.7	10.9	21.3	21.5	19.3	711.2	18,435,054	3,221,858	1,996,904	2,298,814	919,374	4,436,506	397,257
Carrollton	83.3	.0332	30.4	8.4	24.7	26.7	12.1	30.9	689,381	150,926	57,787	108,467	23,870	150,398	20,264
• Dallas	1,020.2	.4068	30.9	11.7	22.1	20.2	20.8	407.4	10,720,203	1,735,933	1,251,862	1,377,964	543,097	2,419,164	221,694
Garland	183.0	.0730	29.9	9.7	20.6	23.8	15.7	64.0	1,060,637	309,651	98,581	50,775	64,937	236,699	27,658
Grand Prairie	100.9	.0402	29.4	10.7	20.8	21.9	16.3	35.4	551,733	152,388	42,366	66,456	9,925	149,309	19,097
• Irving	157.1	.0626	29.8	13.3	26.0	20.5	16.1	64.1	1,654,820	265,893	136,222	188,443	43,253	684,595	27,059
Mesquite	102.8	.0410	29.4	9.6	21.8	21.9	15.9	36.3	1,042,294	152,229	77,927	258,433	45,140	191,262	12,709
Richardson	75.8	.0302	34.9	7.4	16.0	27.5	22.3	27.6	1,045,650	166,339	75,312	119,921	63,396	264,092	19,097
Denton	283.5	.1131	29.0	13.6	22.8	23.1	13.3	105.8	1,745,674	413,538	133,672	184,883	40,719	564,526	19,115
• Denton	68.7	.0274	26.4	26.9	18.9	17.1	16.6	26.7	753,888	154,038	64,498	126,577	21,289	188,928	9,427
Lewisville	48.2	.0192	28.8	12.9	25.7	21.7	12.4	18.3	498,443	110,990	41,196	29,341	9,844	205,748	4,744
Ellis	87.1	.0347	30.9	9.1	16.5	21.3	21.9	29.3	457,249	119,552	36,179	37,032	9,411	117,717	21,960
Kaufman	53.4	.0213	32.9	8.4	15.4	21.6	25.1	18.2	375,733	91,512	19,912	38,796	7,266	97,818	14,258
Rockwall	26.6	.0106	33.0	7.4	16.4	25.9	20.8	9.2	164,324	27,480	7,765	16,223	1,948	33,363	6,226
SUBURBAN TOTAL	1,356.9	.5410	30.6	9.1	19.9	24.2	17.0	475.3	10,165,213	2,138,497	922,477	1,202,084	466,712	2,559,106	245,377
DALLAS–FORT WORTH CONSOLIDATED AREA	***3,963.9***	***1.5804***	***30.7***	***10.8***	***20.6***	***22.1***	***19.0***	***1,479.6***	***34,245,048***	***6,577,970***	***3,387,398***	***4,265,645***	***1,564,778***	***8,732,633***	***824,820***
EL PASO	**602.6**	**.2403**	**28.0**	**12.0**	**17.0**	**18.6**	**19.5**	**181.8**	**3,561,693**	**753,184**	**302,210**	**525,222**	**191,519**	**766,459**	**85,303**
El Paso	602.6	.2403	28.0	12.0	17.0	18.6	19.5	181.8	3,561,693	753,184	302,210	525,222	191,519	766,459	85,303
• El Paso	524.9	.2093	28.8	11.5	16.8	18.9	20.6	163.5	3,469,779	723,168	289,470	522,399	187,177	763,796	85,037
SUBURBAN TOTAL	77.7	.0310	23.6	15.4	18.0	16.8	12.1	18.3	91,914	30,016	12,740	2,823	4,342	2,663	266
FORT WORTH–ARLINGTON	**1,361.0**	**.5426**	**30.8**	**10.8**	**20.0**	**21.7**	**20.0**	**506.1**	**10,950,924**	**2,283,609**	**1,012,339**	**1,370,577**	**490,427**	**2,880,840**	**321,263**
Johnson	99.2	.0396	32.1	9.2	16.2	22.0	23.2	34.2	543,118	120,626	47,235	50,047	18,930	149,093	20,645
Parker	66.4	.0264	33.6	8.5	15.5	23.0	24.8	23.6	372,369	85,095	24,583	24,303	7,257	123,497	14,056
Tarrant	1,195.4	.4766	30.6	11.0	20.7	21.6	19.4	448.3	10,035,437	2,077,888	940,521	1,296,227	464,240	2,608,250	286,562
• Arlington	267.4	.1066	29.3	12.5	23.4	22.5	14.3	102.8	2,448,339	478,295	229,535	282,732	105,432	837,607	43,783
Bedford	44.7	.0178	32.0	10.2	20.1	27.9	16.0	18.0	326,010	123,526	35,256	12,372	5,288	63,153	8,817
• Fort Worth	457.3	.1823	30.6	11.8	20.3	18.8	22.3	171.9	4,094,808	689,877	420,180	455,282	208,983	1,188,034	125,285
North Richland Hills	46.9	.0187	30.9	10.2	20.1	23.5	18.2	17.3	494,205	60,573	50,486	79,530	22,123	164,554	17,867
SUBURBAN TOTAL	636.3	.2537	31.8	9.3	18.6	23.4	20.6	231.4	4,407,777	1,115,437	362,624	632,563	176,012	855,199	152,195
GALVESTON–TEXAS CITY	**218.3**	**.0870**	**32.5**	**9.1**	**17.4**	**21.9**	**23.8**	**81.8**	**1,488,311**	**436,205**	**148,971**	**218,961**	**41,529**	**281,429**	**40,936**
Galveston	218.3	.0870	32.5	9.1	17.4	21.9	23.8	81.8	1,488,311	436,205	148,971	218,961	41,529	281,429	40,936
• Galveston	59.3	.0236	32.7	10.6	18.8	18.9	26.8	24.3	452,728	138,846	65,445	48,219	16,884	57,602	12,363
• Texas City	41.0	.0163	32.6	9.7	15.6	21.1	25.1	15.2	293,400	76,414	22,808	37,308	8,606	89,810	8,978
SUBURBAN TOTAL	118.0	.0471	32.4	8.1	17.6	23.6	21.8	42.3	742,183	220,945	60,718	133,434	16,039	134,017	19,595
HOUSTON	**3,331.2**	**1.3280**	**30.3**	**10.5**	**19.7**	**22.7**	**18.0**	**1,196.7**	**24,203,143**	**5,389,007**	**2,284,932**	**3,045,297**	**1,186,527**	**5,876,785**	**745,731**
Fort Bend	233.2	.0929	29.7	7.9	18.7	26.2	13.9	72.9	913,062	258,620	59,530	93,648	27,537	233,056	30,604
Harris	2,836.1	1.1307	30.2	10.8	20.2	22.5	17.8	1,033.1	21,977,408	4,803,603	2,127,413	2,837,327	1,141,616	5,182,228	674,619
• Baytown	64.3	.0256	29.5	11.3	17.4	20.2	20.2	22.6	519,978	124,116	45,552	68,980	2,367	156,436	14,862
• Houston	1,640.9	.6542	30.5	11.8	20.5	21.0	19.8	620.8	16,407,443	3,351,860	1,673,772	1,986,466	934,568	4,072,294	477,900
Pasadena	120.1	.0479	29.4	11.4	18.8	20.2	19.2	42.3	705,151	196,647	66,238	150,313	30,667	77,420	33,658
Liberty	52.6	.0210	32.6	8.9	15.6	20.9	25.3	18.5	262,722	92,104	22,182	25,439	3,898	58,694	10,971
Montgomery	185.8	.0741	32.0	8.6	16.5	23.8	21.2	64.8	837,213	200,059	63,981	76,063	10,876	295,403	26,258
Waller	23.5	.0093	28.3	19.8	13.3	18.3	22.8	7.4	212,738	34,621	11,826	12,820	2,600	107,404	3,279
SUBURBAN TOTAL	1,626.0	.6482	30.0	9.2	18.9	24.6	16.0	553.3	7,275,722	1,913,031	565,608	989,851	249,592	1,648,055	252,969
HOUSTON–GALVESTON–BRAZORIA CONSOLIDATED AREA	***3,742.2***	***1.4918***	***30.4***	***10.3***	***19.5***	***22.7***	***18.4***	***1,342.9***	***26,777,110***	***6,138,353***	***2,518,843***	***3,420,152***	***1,255,266***	***6,416,595***	***822,473***
KILLEEN–TEMPLE	**258.2**	**.1030**	**27.4**	**16.8**	**20.0**	**17.5**	**17.3**	**85.0**	**1,357,002**	**311,490**	**122,303**	**206,967**	**70,498**	**291,193**	**34,977**
Bell	193.1	.0770	28.1	14.9	19.3	18.0	18.8	68.0	1,202,983	259,224	109,181	179,428	63,996	269,194	29,414
• Killeen	64.2	.0256	25.3	13.4	22.4	16.3	12.1	23.5	548,833	97,662	49,900	89,406	41,430	139,331	6,141
• Temple	46.6	.0186	33.6	9.6	16.5	18.8	28.9	18.3	487,318	96,680	41,091	87,624	19,496	114,800	13,888
Coryell	65.1	.0260	25.4	22.3	22.0	16.1	12.9	17.0	154,019	52,266	13,122	27,539	6,302	21,999	5,563
SUBURBAN TOTAL	147.4	.0588	26.7	18.4	19.9	17.6	15.9	43.2	320,851	117,148	31,312	29,937	9,572	37,062	14,948
LAREDO	**135.6**	**.0541**	**25.5**	**12.2**	**15.7**	**17.1**	**18.0**	**35.1**	**824,554**	**208,165**	**65,378**	**129,305**	**56,587**	**104,783**	**11,583**
Webb	135.6	.0541	25.5	12.2	15.7	17.1	18.0	35.1	824,554	208,165	65,378	129,305	56,587	104,783	11,583
• Laredo	125.1	.0499	25.9	12.4	15.8	17.2	18.4	32.6	817,646	206,707	65,372	129,294	55,324	103,158	11,430
SUBURBAN TOTAL	10.5	.0042	20.6	10.1	16.4	15.5	11.8	2.5	6,908	1,458	6	11	1,263	1,625	153
LONGVIEW–MARSHALL	**162.6**	**.0648**	**32.8**	**9.6**	**15.7**	**20.0**	**26.7**	**60.8**	**1,342,747**	**276,750**	**109,608**	**141,788**	**66,573**	**334,110**	**53,504**
Gregg	104.9	.0418	32.8	9.8	16.1	20.0	26.5	40.0	1,067,163	209,635	94,308	113,481	51,519	263,326	41,613
• Longview	70.3	.0280	32.4	10.2	16.8	19.7	26.0	27.2	792,963	160,385	75,694	97,876	47,384	174,066	30,737
Harrison	57.7	.0230	32.9	9.2	14.9	20.0	26.9	20.8	275,584	67,115	15,300	28,307	15,054	70,784	11,891
• Marshall	23.8	.0095	33.2	11.2	13.6	17.8	29.7	8.7	229,929	55,736	11,636	25,605	12,582	65,094	11,214
SUBURBAN TOTAL	68.5	.0273	33.2	8.5	15.2	21.0	26.2	24.9	319,855	60,629	22,278	18,307	6,607	94,950	11,553

TEXAS (cont.)

POPULATION | RETAIL SALES BY STORE GROUP

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
LUBBOCK	**224.1**	**.0894**	**29.1**	**16.2**	**17.4**	**18.4**	**21.3**	**82.1**	**1,975,744**	**375,146**	**197,770**	**267,399**	**77,347**	**502,485**	**32,732**
Lubbock	224.1	.0894	29.1	16.2	17.4	18.4	21.3	82.1	1,975,744	375,146	197,770	267,399	77,347	502,485	32,732
• Lubbock	187.4	.0747	28.7	17.5	17.9	18.0	20.8	69.6	1,845,113	347,043	190,532	262,877	76,387	450,555	29,009
SUBURBAN TOTAL	36.7	.0147	31.2	9.5	15.8	20.3	23.6	12.5	130,631	28,103	7,238	4,522	960	51,930	3,723
McALLEN-EDINBURG-MISSION	**393.0**	**.1567**	**26.2**	**11.4**	**14.4**	**17.2**	**20.1**	**106.1**	**1,872,253**	**474,141**	**137,963**	**324,485**	**94,332**	**348,164**	**36,720**
Hidalgo	393.0	.1567	26.2	11.4	14.4	17.2	20.1	106.1	1,872,253	474,141	137,963	324,485	94,332	348,164	36,720
• Edinburg	30.6	.0122	26.6	14.2	16.3	17.0	19.3	8.7	174,018	56,015	14,033	20,114	5,471	48,429	4,278
• McAllen	86.1	.0343	28.8	11.0	15.1	19.5	21.1	25.5	933,379	155,895	71,881	161,492	61,245	185,469	16,832
• Mission	29.4	.0117	28.9	10.8	13.4	16.7	25.1	8.5	147,173	62,724	10,367	22,399	4,553	29,854	3,734
• Pharr	33.7	.0134	26.0	11.8	13.4	15.8	22.1	8.9	202,858	45,998	12,022	79,423	4,249	17,082	3,517
SUBURBAN TOTAL	213.2	.0851	24.7	11.3	14.2	16.6	18.7	54.5	414,825	153,509	29,660	41,057	18,814	67,330	8,359
MIDLAND	**107.4**	**.0429**	**30.6**	**8.3**	**18.3**	**20.5**	**21.4**	**39.2**	**821,738**	**213,665**	**65,339**	**133,068**	**24,392**	**169,798**	**28,085**
Midland	107.4	.0429	30.6	8.3	18.3	20.5	21.4	39.2	821,738	213,665	65,339	133,068	24,392	169,798	28,085
• Midland	90.1	.0359	30.7	8.5	18.3	20.3	21.8	33.4	794,044	211,519	64,559	132,844	23,928	167,942	27,678
SUBURBAN TOTAL	17.3	.0070	30.0	7.2	17.7	21.9	19.2	5.8	27,694	2,146	780	224	464	1,856	407
ODESSA	**118.0**	**.0471**	**30.0**	**9.4**	**17.2**	**19.5**	**22.0**	**42.0**	**842,107**	**225,634**	**74,568**	**113,556**	**26,670**	**206,521**	**24,395**
Ector	118.0	.0471	30.0	9.4	17.2	19.5	22.0	42.0	842,107	225,634	74,568	113,556	26,670	206,521	24,395
• Odessa	89.0	.0355	30.3	9.8	17.3	19.3	22.6	32.6	705,657	211,013	61,882	61,385	24,825	203,863	19,026
SUBURBAN TOTAL	29.0	.0116	29.1	8.2	17.2	19.9	20.0	9.4	136,450	14,621	12,686	52,171	1,845	2,658	5,369
SAN ANGELO	**99.3**	**.0396**	**31.2**	**12.6**	**16.2**	**19.0**	**24.9**	**35.7**	**677,851**	**142,142**	**62,847**	**94,678**	**35,407**	**146,554**	**13,930**
Tom Green	99.3	.0396	31.2	12.6	16.2	19.0	24.9	35.7	677,851	142,142	62,847	94,678	35,407	146,554	13,930
• San Angelo	85.2	.0340	30.8	13.4	16.6	18.3	24.7	30.9	648,944	139,291	61,796	88,373	35,130	142,365	13,883
SUBURBAN TOTAL	14.1	.0056	34.7	7.6	14.3	23.2	26.4	4.8	28,907	2,851	1,051	6,305	277	4,189	47
SAN ANTONIO	**1,324.0**	**.5279**	**30.5**	**11.2**	**17.4**	**20.1**	**22.0**	**458.8**	**9,157,490**	**2,069,362**	**1,052,806**	**1,040,367**	**406,725**	**2,107,817**	**222,875**
Bexar	1,204.9	.4804	30.2	11.4	17.7	20.1	21.4	416.0	8,435,224	1,908,402	990,835	987,756	374,954	1,888,394	211,277
• San Antonio	951.3	.3793	30.1	11.7	17.7	19.3	22.0	332.1	7,300,770	1,661,180	862,338	908,888	318,802	1,618,588	170,400
Comal	52.9	.0211	36.9	7.7	13.8	21.3	31.4	19.7	415,145	85,326	38,403	28,902	18,743	124,979	6,293
Guadalupe	66.2	.0264	32.4	9.6	15.9	20.5	25.3	23.1	307,121	75,634	23,568	23,709	13,028	94,444	5,305
SUBURBAN TOTAL	372.7	.1486	31.6	9.9	16.7	22.3	22.0	126.7	1,856,720	408,182	190,468	131,479	87,923	489,229	52,475
SHERMAN-DENISON	**95.0**	**.0379**	**35.2**	**9.3**	**14.9**	**20.0**	**30.3**	**36.8**	**763,484**	**163,850**	**50,770**	**113,142**	**23,716**	**183,764**	**35,331**
Grayson	95.0	.0379	35.2	9.3	14.9	20.0	30.3	36.8	763,484	163,850	50,770	113,142	23,716	183,764	35,331
• Denison	21.5	.0086	36.1	8.3	15.0	19.0	32.4	8.7	198,937	48,871	13,342	21,148	3,122	51,191	12,277
• Sherman	31.6	.0126	33.0	12.3	16.2	18.1	28.7	12.5	453,618	76,652	32,959	85,259	18,625	104,614	16,609
SUBURBAN TOTAL	41.9	.0167	36.5	7.7	13.9	21.5	30.6	15.6	110,929	38,327	4,469	6,735	1,969	27,959	6,445
TEXARKANA	**120.4**	**.0480**	**33.7**	**9.0**	**15.2**	**20.6**	**27.5**	**45.0**	**894,116**	**162,917**	**66,094**	**170,346**	**36,297**	**191,918**	**20,776**
Bowie	81.9	.0327	34.1	8.7	15.3	21.1	27.6	30.7	672,426	89,713	46,289	134,706	32,318	178,018	14,612
• Texarkana	31.7	.0126	34.0	9.3	14.9	19.0	29.5	12.5	504,083	48,953	37,258	127,051	28,358	139,903	7,002
Miller, Ark.	*38.5*	*.0153*	*32.8*	*9.7*	*14.9*	*19.5*	*27.3*	*14.3*	*221,690*	*73,204*	*19,805*	*35,640*	*3,979*	*13,900*	*6,164*
• *Texarkana*	*22.7*	*.0091*	*32.9*	*9.9*	*15.3*	*18.6*	*28.1*	*8.7*	*209,890*	*70,353*	*19,210*	*35,639*	*3,947*	*10,729*	*6,163*
SUBURBAN TOTAL	66.0	.0263	33.9	8.6	15.2	22.0	26.3	23.8	180,143	43,611	9,626	7,656	3,992	41,286	7,611
TYLER	**152.9**	**.0610**	**33.3**	**10.0**	**15.8**	**20.1**	**27.3**	**57.4**	**1,250,693**	**252,558**	**115,201**	**198,327**	**58,111**	**307,381**	**35,157**
Smith	152.9	.0610	33.3	10.0	15.8	20.1	27.3	57.4	1,250,693	252,558	115,201	198,327	58,111	307,381	35,157
• Tyler	76.2	.0304	32.7	11.9	16.1	18.9	27.4	29.7	1,127,405	210,727	108,048	197,178	53,848	285,304	30,876
SUBURBAN TOTAL	76.7	.0306	34.0	8.1	15.5	21.3	27.2	27.7	123,288	41,831	7,153	1,149	4,263	22,077	4,281

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TEXAS (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
VICTORIA	**74.3**	**.0296**	**31.4**	**9.0**	**16.2**	**20.8**	**23.5**	**26.2**	**566,608**	**143,697**	**44,181**	**76,551**	**26,996**	**143,143**	**13,667**
Victoria	74.3	.0296	31.4	9.0	16.2	20.8	23.5	26.2	566,608	143,697	44,181	76,551	26,996	143,143	13,667
• Victoria	55.0	.0219	31.1	9.5	16.6	20.2	23.4	19.7	549,282	139,202	42,512	74,569	26,928	139,150	13,630
SUBURBAN TOTAL	19.3	.0077	32.3	7.7	15.3	22.4	23.5	6.5	17,326	4,495	1,669	1,982	68	3,993	37
WACO	**189.9**	**.0757**	**31.2**	**14.3**	**15.1**	**18.2**	**26.1**	**70.5**	**1,354,869**	**295,881**	**130,577**	**217,783**	**49,650**	**239,738**	**34,396**
McLennan	189.9	.0757	31.2	14.3	15.1	18.2	26.1	70.5	1,354,869	295,881	130,577	217,783	49,650	239,738	34,396
• Waco	104.0	.0415	29.3	18.9	15.3	15.1	26.2	39.6	1,038,261	200,439	108,329	168,217	42,057	183,834	23,321
SUBURBAN TOTAL	85.9	.0342	33.6	8.7	15.0	22.0	25.9	30.9	316,608	95,442	22,248	49,566	7,593	55,904	11,075
WICHITA FALLS	**122.0**	**.0487**	**31.8**	**12.0**	**17.1**	**18.4**	**26.1**	**45.1**	**944,547**	**140,368**	**111,876**	**179,925**	**38,566**	**202,898**	**32,280**
Wichita	122.0	.0487	31.8	12.0	17.1	18.4	26.1	45.1	944,547	140,368	111,876	179,925	38,566	202,898	32,280
• Wichita Falls	96.0	.0383	31.0	13.1	17.6	18.0	25.0	35.4	808,873	116,439	96,396	145,598	37,090	174,210	23,388
SUBURBAN TOTAL	26.0	.0104	35.1	7.8	15.2	19.9	30.2	9.7	135,674	23,929	15,480	34,327	1,476	28,688	8,892
OTHER COUNTIES															
Anderson	48.5	.0193	31.7	12.0	21.5	18.9	23.9	14.4	232,858	59,861	18,396	26,903	5,963	47,869	15,241
Andrews	14.1	.0056	29.1	8.7	15.6	18.6	22.3	4.7	64,729	19,389	4,361	4,833	1,701	17,360	3,492
Angelina	70.0	.0280	32.3	10.0	15.3	19.5	26.4	25.0	458,275	103,689	34,402	70,436	19,137	103,885	19,367
Aransas	18.0	.0071	38.3	7.2	13.3	18.3	35.9	7.0	103,813	40,632	9,577	11,731	2,530	15,261	1,888
Archer	8.0	.0032	34.8	7.3	14.9	20.3	29.4	3.0	14,800	4,897	1,037	169	387	2,554	406
Armstrong	2.0	.0008	38.8	5.1	12.5	17.0	37.6	.8	3,929	744	757		53	514	141
Atascosa	30.9	.0123	30.4	8.9	14.7	19.2	24.0	10.1	126,997	44,661	9,015	17,905	1,353	19,570	1,919
Austin	19.7	.0079	35.9	8.0	13.8	20.0	31.2	7.4	111,342	21,513	8,432	14,402	796	22,141	5,735
Bailey	6.9	.0027	32.0	8.2	14.1	18.3	27.4	2.4	29,432	11,099	2,123	2,309	1,043	4,907	386
Bandera	10.8	.0043	40.6	5.4	12.4	22.0	36.4	4.3	35,066	15,963	3,227	134	213	6,898	
Bastrop	39.0	.0156	33.3	7.5	16.3	22.0	25.3	13.6	135,469	38,965	9,468	14,773	2,552	39,143	4,021
Baylor	4.3	.0017	43.1	6.5	11.3	18.2	41.6	1.9	17,103	5,685	1,549	626	304	3,433	761
Bee	25.1	.0100	29.8	10.5	15.9	18.3	23.5	8.6	131,720	31,011	11,440	15,070	3,526	37,467	4,450
Blanco	6.1	.0024	39.0	6.5	12.9	20.2	35.3	2.4	13,429	3,345	2,287	284	891	1,900	484
Borden	.8	.0004	36.6	5.9	14.3	19.9	31.9	.3	659	659					
Bosque	15.2	.0060	41.2	6.9	11.8	18.0	39.6	6.0	51,270	16,756	2,490	1,232	899	5,681	2,821
Brewster	8.8	.0035	32.5	15.7	13.9	18.9	27.7	3.4	49,775	11,675	5,535	3,212	1,385	10,574	3,280
Briscoe	1.9	.0008	39.4	4.9	11.1	19.4	36.4	.8	5,603	1,954	442	62	59	342	
Brooks	8.2	.0032	30.5	9.1	13.8	17.2	26.6	2.7	42,337	16,153	3,096	4,764	1,241	6,997	613
Brown	34.3	.0137	35.2	9.5	13.2	18.9	31.4	13.1	203,463	53,997	17,304	32,196	6,738	42,729	9,513
Burleson	13.6	.0054	35.5	8.0	13.9	17.9	32.8	5.2	37,393	8,857	2,947	8,634	318	10,827	1,218
Burnet	22.9	.0092	40.2	6.3	12.3	18.0	38.7	9.1	156,665	35,314	14,537	34,825	3,183	23,927	2,641
Caldwell	26.5	.0105	30.8	11.6	14.6	18.2	25.7	8.8	103,536	39,554	8,839	8,489	2,936	17,057	2,700
Calhoun	18.9	.0076	32.7	8.5	15.4	19.8	26.7	6.7	86,366	32,010	8,854	3,813	3,087	18,173	1,766
Callahan	11.9	.0047	37.0	6.4	13.3	19.6	33.1	4.6	37,713	10,982	3,504	1,402	135	12,362	1,506
Camp	9.9	.0039	36.2	8.5	13.3	18.7	32.9	3.8	71,495	21,643	1,896	1,360	4,847	16,253	3,341
Carson	6.5	.0026	34.5	6.3	14.3	19.1	30.2	2.4	23,527	7,556	2,302		129	2,856	170
Cass	30.0	.0120	35.8	8.0	13.3	19.4	31.7	11.3	143,034	53,739	8,938	8,229	4,594	22,406	4,197
Castro	9.0	.0036	28.3	8.8	13.8	17.9	22.9	2.9	28,450	10,189	1,654	764	272	3,713	1,563
Chambers	19.9	.0079	32.5	8.6	15.3	24.0	22.2	6.9	73,319	23,709	8,309	1,834	171	23,747	2,171
Cherokee	41.2	.0164	35.1	9.4	14.1	18.8	31.4	15.0	201,653	53,256	11,990	16,551	5,019	56,770	8,128
Childress	5.9	.0024	39.9	6.5	11.3	17.7	38.2	2.4	37,593	10,711	3,662	619	1,580	2,626	1,394
Clay	10.0	.0040	37.5	6.3	13.9	19.8	33.5	3.8	28,140	7,587	2,091	167	67	4,850	547
Cochran	4.3	.0017	30.1	8.9	14.9	15.9	26.8	1.4	9,593	1,822	728		420	4,072	568
Coke	3.4	.0013	44.3	5.2	11.4	16.2	43.9	1.4	12,635	3,609	637	179	8	7,034	
Coleman	9.6	.0039	41.9	6.5	11.6	16.4	41.4	4.0	38,801	12,078	2,185	1,911	707	8,123	1,464
Collingsworth	3.5	.0014	38.8	6.8	11.8	16.9	37.6	1.4	10,910	3,294	1,077	1,769	103	925	240
Colorado	18.2	.0072	37.8	6.9	12.8	18.4	35.2	7.0	119,602	34,573	16,335	9,014	2,792	23,256	2,944
Comanche	13.3	.0053	41.5	7.2	11.6	17.6	40.0	5.3	62,468	23,357	3,176	2,860	1,632	14,192	1,155
Concho	3.0	.0012	36.0	8.5	17.1	19.0	32.3	1.0	13,973	1,676	977	1,211	64	7,175	207
Cooke	31.1	.0124	34.3	8.2	14.3	19.6	29.4	11.7	202,510	50,520	16,857	18,625	4,721	38,268	7,233
Cottle	2.2	.0008	41.3	5.4	11.7	16.4	40.8	.9	15,270	6,100	745	657	255	3,618	1,174
Crane	4.6	.0019	29.4	8.4	15.0	20.4	21.2	1.5	18,456	7,243	1,150	1,665	201	3,135	515
Crockett	4.0	.0016	33.1	6.7	15.2	21.0	26.2	1.4	19,062	3,432	1,353	552	398	3,628	396
Crosby	7.2	.0028	32.[illegible]	8.1	13.4	16.3	30.8	2.5	18,244	7,772	1,360	1,578	225	3,183	1,008
Culberson	3.4	.0014	28.7	9.6	13.9	19.2	22.1	1.1	32,242	4,515	3,281	138	157	5,813	89
Dallam	5.3	.0021	32.8	7.1	15.7	17.9	28.6	2.1	36,565	7,470	4,299	2,990	417	9,473	2,721
Dawson	14.0	.0056	32.8	7.6	13.7	17.5	29.4	5.0	74,239	24,243	5,042	3,838	599	15,693	2,964
Deaf Smith	19.0	.0076	28.4	9.4	14.9	17.6	22.6	6.1	92,752	29,119	7,093	5,145	1,624	20,664	1,991
Delta	4.9	.0019	39.9	8.2	11.9	17.0	38.5	1.9	13,623	4,410	1,026	226	88	2,994	
De Witt	18.7	.0074	37.5	6.8	13.2	17.2	35.7	7.1	82,089	31,742	6,444	7,414	1,479	15,341	6,031
Dickens	2.5	.0010	42.1	7.0	10.8	16.9	41.5	1.0	9,313	5,740	822	402	39	649	179
Dimmit	10.3	.0041	27.9	9.9	12.2	18.4	22.9	3.0	34,481	13,717	3,035	7,961	212	2,611	1,285
Donley	3.7	.0015	42.2	9.8	10.6	15.7	41.9	1.5	16,745	2,308	1,442	369	364	9,448	1,159
Duval	12.8	.0051	30.3	9.7	13.8	17.3	26.2	4.1	24,405	9,217	1,781	1,014	252	2,168	578
Eastland	18.3	.0073	39.3	9.4	12.0	17.0	38.2	7.3	99,710	27,050	7,255	14,221	1,407	28,753	4,698
Edwards	2.3	.0009	32.3	7.0	13.6	19.5	26.9	.8	6,611	2,401	91	155		650	
Erath	28.4	.0113	31.0	17.3	14.3	16.8	27.4	11.0	180,049	41,803	16,073	15,856	3,493	42,285	6,850
Falls	17.6	.0070	35.3	9.3	14.6	16.5	33.9	6.4	49,896	21,251	3,533	7,113	1,099	3,438	1,683
Fannin	24.8	.0099	39.0	7.8	12.9	18.5	36.5	9.7	122,910	28,368	7,366	9,069	811	40,802	3,757

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Fayette	20.0	.0080	39.8	6.6	13.0	18.1	38.1	8.1	135,961	47,493	15,113	13,977	1,532	21,471	3,321
Fisher	4.8	.0019	39.7	6.3	11.9	17.9	37.9	1.9	12,456	5,565	764	317	466	2,301	1,099
Floyd	8.4	.0033	32.5	8.5	12.8	16.6	30.2	2.9	33,802	10,389	1,725	238	171	8,481	2,065
Foard	1.8	.0008	41.1	6.8	12.2	16.3	40.8	.7	2,613	1,406	246			407	98
Franklin	7.8	.0031	38.2	7.3	13.0	18.7	35.4	3.0	28,663	10,367	1,791	1,186	976	4,122	1,577
Freestone	15.7	.0063	36.7	7.0	13.4	19.1	33.2	6.0	64,574	19,477	8,002	1,360	706	19,545	1,811
Frio	13.5	.0054	28.4	9.9	15.0	17.7	22.4	4.1	45,783	12,094	3,326	8,823	1,505	3,917	1,245
Gaines	14.0	.0056	27.8	9.0	15.9	17.2	21.3	4.5	42,569	15,246	4,208	7,828	1,825	6,905	2,847
Garza	5.1	.0020	33.0	7.4	13.6	17.9	29.3	1.8	19,396	6,405	1,395	643	881	4,009	777
Gillespie	17.4	.0070	42.3	5.8	11.7	18.1	41.1	6.8	108,090	33,066	8,651	3,931	5,607	18,145	3,221
Glasscock	1.5	.0006	28.5	8.5	17.2	18.7	20.1	.5	1,845	1,043	129			141	
Goliad	6.0	.0024	36.1	6.6	14.3	19.3	32.3	2.2	17,222	5,166	2,117	914	296	3,596	
Gonzales	17.2	.0068	34.1	8.4	13.9	16.7	32.0	6.2	76,723	18,365	6,408	10,093	898	16,588	2,125
Gray	23.5	.0094	36.3	7.3	14.4	18.6	33.1	9.4	140,182	20,698	12,274	22,572	7,033	29,702	7,521
Grimes	19.0	.0076	32.5	10.7	17.2	19.4	26.3	6.1	67,539	14,827	5,270	9,919	165	21,592	1,940
Hale	34.5	.0137	29.8	10.2	15.2	17.0	25.1	11.6	215,263	67,597	19,451	32,358	6,063	41,662	10,146
Hall	3.7	.0015	43.1	6.4	10.2	16.5	43.0	1.6	14,484	4,806	1,519	226	276	2,878	631
Hamilton	7.7	.0031	43.6	6.4	11.8	16.5	42.8	3.2	28,503	12,102	1,397	551	1,005	4,525	1,790
Hansford	5.8	.0023	32.9	7.1	14.8	19.7	27.2	2.1	27,989	7,439	1,129	1,764	242	8,562	1,262
Hardeman	5.2	.0020	39.5	6.8	11.8	17.1	38.0	2.1	18,216	7,588	2,912	754	128	3,753	436
Hartley	3.6	.0015	37.5	5.3	11.9	22.8	30.9	1.3	13,137	5,046	49		1,423	4,623	
Haskell	6.7	.0027	40.9	6.0	12.2	16.4	40.3	2.7	39,106	11,136	1,748	2,563	1,090	14,524	2,158
Hemphill	3.5	.0014	33.7	6.3	14.4	21.8	26.4	1.3	16,172	5,274	1,929	141	146	2,095	1,430
Henderson	59.5	.0237	39.2	8.0	12.6	18.3	36.8	23.3	277,275	45,388	20,522	37,256	6,994	50,063	3,200
Hill	27.3	.0109	38.2	8.2	12.5	18.0	35.9	10.3	162,095	36,424	14,318	12,607	2,266	43,709	5,442
Hockley	24.0	.0095	29.1	11.1	15.5	17.9	22.9	7.9	112,053	35,937	7,885	12,391	359	27,988	5,197
Hood	30.1	.0120	37.2	6.4	14.7	20.6	32.5	11.6	216,154	58,473	13,579	14,070	9,490	57,236	11,589
Hopkins	29.0	.0116	34.6	9.1	14.7	19.8	29.7	11.0	212,606	49,398	13,197	15,788	4,677	60,285	7,162
Houston	21.4	.0085	36.2	7.5	15.5	18.4	33.3	7.8	89,690	26,645	3,373	8,774	2,264	22,882	5,612
Howard	31.9	.0127	34.1	8.6	15.6	18.8	29.8	11.3	190,370	48,705	16,240	19,481	5,640	37,133	11,223
Hudspeth	2.9	.0012	30.2	9.7	15.8	18.3	24.1	.9	5,751	657	1,563	127	179	223	
Hunt	64.8	.0258	33.8	10.0	15.2	19.7	28.5	24.3	395,056	98,040	32,983	37,019	14,409	69,213	13,379
Hutchinson	25.3	.0101	34.0	7.6	14.6	19.0	29.5	9.5	119,191	38,746	9,505	6,220	3,353	22,906	10,901
Irion	1.6	.0007	34.3	8.0	14.5	20.8	28.2	.6	2,681	1,239	105				
Jack	6.9	.0027	37.3	6.1	13.9	18.2	34.8	2.7	22,385	9,573	2,298	281	92	3,454	1,585
Jackson	12.9	.0052	35.9	7.2	13.2	19.3	32.0	4.8	60,172	23,335	3,807	5,396	1,788	10,860	2,020
Jasper	31.1	.0124	35.2	7.9	13.4	18.9	31.4	11.4	188,927	52,645	9,661	20,950	5,739	36,856	7,641
Jeff Davis	2.0	.0008	38.9	6.8	11.5	19.6	35.6	.8	6,365	4,523	429	82		411	314
Jim Hogg	5.1	.0020	30.7	9.5	13.2	17.5	26.8	1.7	18,802	9,173	1,672	803	194	4,255	435
Jim Wells	37.4	.0149	30.5	9.4	14.4	18.6	24.9	11.9	159,990	43,883	12,628	17,143	2,993	35,097	6,360
Jones	16.3	.0065	36.7	7.0	13.1	18.4	33.7	6.1	57,642	18,374	2,880	2,653	643	18,772	3,281
Karnes	12.3	.0049	33.6	7.7	13.4	16.0	32.2	4.3	42,361	12,912	3,442	8,018	984	6,682	1,202
Kendall	14.9	.0059	36.8	7.3	13.6	22.0	30.7	5.5	137,609	44,272	6,899	1,440	288	53,556	2,163
Kenedy	.4	.0002	32.2	8.0	16.3	17.0	28.5	.1	1,084	585		229			
Kent	1.0	.0004	40.8	4.7	12.1	19.2	38.2	.4	4,366	630		340		2,374	
Kerr	36.5	.0145	40.8	7.1	12.5	17.2	39.8	14.5	238,798	48,326	22,460	37,913	6,661	45,349	9,657
Kimble	4.1	.0016	41.0	5.5	11.0	19.4	38.5	1.6	22,701	5,754	3,214	414	172	4,856	679
King	.4	.0002	32.0	7.5	16.5	24.4	20.6	.1	612	34	99			62	
Kinney	3.2	.0013	39.8	7.2	11.8	15.9	39.7	1.2	5,404	3,046	364	170		78	
Kleberg	29.9	.0119	28.1	15.6	15.9	17.5	21.5	9.9	174,469	63,449	19,614	15,294	4,330	27,268	4,539
Knox	4.8	.0019	38.0	6.2	12.7	16.2	37.3	1.9	15,283	7,363	658	725	168	769	1,588
Lamar	44.0	.0176	35.3	9.7	13.7	19.3	31.1	16.8	305,493	63,268	24,841	36,103	13,559	58,482	13,269
Lamb	14.8	.0059	34.2	7.8	13.2	16.5	32.4	5.4	49,563	22,898	3,564	3,681	1,245	6,077	1,109
Lampasas	13.6	.0054	35.6	8.1	13.3	19.9	30.8	5.1	61,087	18,405	4,238	2,169	1,656	12,342	3,102
La Salle	5.2	.0020	30.2	9.4	13.8	18.3	25.1	1.7	20,567	6,774	945	1,742	15	447	333
Lavaca	18.5	.0074	39.7	7.0	12.5	17.6	38.1	7.3	94,910	28,978	5,863	6,843	3,371	19,243	4,254
Lee	12.8	.0051	33.7	7.5	14.7	18.7	29.3	4.7	60,677	23,185	4,585	9,557	2,823	9,634	2,750
Leon	12.7	.0051	37.9	7.2	13.3	17.5	36.1	5.0	64,272	26,258	3,022	1,120	792	6,797	2,050
Limestone	21.0	.0083	36.4	7.4	14.3	19.0	33.0	7.7	115,723	32,586	7,482	13,224	2,065	21,484	4,828
Lipscomb	3.0	.0012	35.9	5.2	14.3	19.3	31.8	1.2	8,552	3,482	800	475	161	353	152
Live Oak	9.5	.0038	36.7	7.0	13.3	19.5	32.7	3.5	63,012	34,041	2,549	1,881	1,131	4,926	1,746
Llano	11.7	.0047	55.2	4.4	8.7	15.0	55.4	5.3	56,760	18,211	6,740	1,855	1,418	8,921	1,569
Loving	.1	.0000	34.5	9.0	19.0	16.0	33.0	.1	78						
Lynn	6.6	.0026	32.5	8.5	14.6	16.0	30.3	2.3	13,505	4,485	727	362	53	3,110	814
McCulloch	8.8	.0035	38.3	7.2	11.6	17.7	36.4	3.4	63,797	14,953	3,919	8,713	4,295	12,162	1,238
McMullen	.8	.0003	38.0	7.6	13.6	19.8	34.1	.3	1,342	696	327	93			
Madison	10.9	.0044	31.0	17.8	17.6	15.3	27.6	3.3	50,876	14,771	5,338	7,521	869	5,951	3,005
Marion	9.9	.0039	39.9	6.6	12.3	18.3	37.8	4.0	33,066	11,093	2,333	207	195	7,142	418
Martin	4.9	.0020	30.4	8.1	13.9	18.6	25.0	1.6	26,422	6,128	1,579	115		13,532	740
Mason	3.4	.0014	42.3	5.8	11.2	18.3	41.1	1.4	20,370	6,360	5,484	1,170	832	3,025	120
Matagorda	36[illegible]	0145	31.2	8.3	16.3	19.5	24.4	13.0	207,537	74,273	17,308	17,277	6,995	43,097	8,105
Maverick	[illegible]	0148	25.7	10.8	13.5	17.8	19.6	9.9	145,838	37,231	8,690	25,115	6,881	13,380	970
Medina	[illegible]	.0110	33.2	8.7	13.9	19.6	27.9	9.2	172,500	54,757	6,057	12,755	1,043	60,542	2,935
Menard	[illegible]	0008	41.5	5.5	12.0	18.3	39.7	.9	4,299	1,674	314		50	235	138

TEXAS (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Milam	22.7	.0090	35.9	7.6	12.8	18.4	32.8	8.6	105,869	45,281	6,015	8,694	1,790	21,332	4,516
Mills	4.5	.0018	43.0	5.4	10.8	18.3	41.5	1.8	18,066	4,951	964	670	791	4,515	1,057
Mitchell	7.9	.0032	37.4	7.0	12.3	17.1	36.0	3.0	43,184	15,406	2,771	597	1,393	7,356	2,174
Montague	17.2	.0068	39.8	7.0	12.5	18.0	37.8	6.8	87,046	29,057	3,418	9,816	1,914	18,061	5,013
Moore	17.8	.0071	29.4	9.5	16.5	18.4	22.3	6.1	101,144	24,758	8,994	14,233	3,171	17,293	4,206
Morris	13.1	.0052	35.9	7.2	14.0	18.8	32.5	4.9	34,845	14,168	2,381	1,465	514	7,084	2,397
Motley	1.5	.0006	43.8	5.5	10.8	17.9	42.5	.6	5,008	2,088	438		62	553	295
Nacogdoches	55.2	.0220	27.8	22.6	14.1	17.1	22.7	20.3	365,931	88,645	34,948	32,324	14,104	76,959	19,096
Navarro	40.1	.0160	34.3	9.6	14.1	18.4	30.7	14.9	257,856	62,193	17,588	23,556	7,575	39,607	7,899
Newton	13.6	.0054	33.6	8.5	13.7	19.5	28.6	4.9	29,593	17,461	1,334	902	315	2,310	564
Nolan	16.5	.0066	34.5	8.8	13.8	18.8	30.6	6.1	85,097	21,167	6,623	7,607	1,268	1[illegible],731	4,083
Ochiltree	8.9	.0036	31.3	7.9	17.4	19.5	24.1	3.2	49,342	15,180	3,635	3,791	1,158	10,039	2,886
Oldham	2.3	.0009	27.5	5.4	12.6	17.0	23.5	.7	7,062	1,926	963			1,674	
Palo Pinto	24.9	.0100	35.8	8.1	14.3	18.9	32.2	9.5	152,138	43,072	15,258	16,503	3,494	36,222	6,217
Panola	22.1	.0088	34.8	8.5	13.7	19.7	30.0	8.3	104,719	20,104	7,480	8,420	1,433	34,292	8,583
Parmer	9.7	.0039	30.5	8.7	14.7	18.2	25.1	3.2	34,420	12,992	1,144	1,454	949	6,738	1,195
Pecos	14.5	.0058	29.5	9.0	14.0	18.7	23.6	4.7	72,708	24,360	4,278	13,284	1,484	7,125	2,135
Polk	31.1	.0124	40.0	7.1	12.1	17.4	38.4	12.0	174,958	49,325	12,787	20,630	5,769	35,391	6,163
Presidio	6.8	.0027	31.8	9.3	12.0	18.1	28.0	2.3	28,142	10,786	982	6,977	1,021	2,237	97
Rains	6.9	.0027	38.2	7.2	13.4	19.0	35.2	2.7	20,775	6,893	1,285		3,391	1,550	894
Reagan	4.4	.0018	26.9	8.6	16.6	19.4	17.1	1.3	21,735	5,912	3,557	1,011	66	4,405	243
Real	2.4	.0009	41.5	9.1	9.9	18.6	38.9	.9	9,972	3,439	953	318	91	1,000	88
Red River	14.2	.0057	39.4	8.1	12.4	17.9	37.4	5.6	49,235	24,665	1,692	5,051	1,223	3,827	2,140
Reeves	15.7	.0062	29.2	9.7	15.6	17.9	23.1	4.8	64,874	17,212	3,008	9,430	2,337	12,432	3,558
Refugio	7.9	.0032	35.2	8.3	13.6	18.7	31.7	2.9	38,894	13,190	3,646	742	761	6,367	1,087
Roberts	1.0	.0004	35.1	4.4	15.4	23.0	27.2	.4	1,936	1,481	25				
Robertson	15.5	.0062	34.3	8.4	13.7	16.6	32.5	5.8	60,137	23,834	4,396	6,663	561	11,763	2,795
Runnels	11.2	.0044	37.2	7.4	12.4	17.8	34.9	4.3	33,851	9,996	2,886	1,410	406	6,558	1,905
Rusk	43.8	.0175	35.1	7.7	14.2	19.2	30.9	16.4	151,713	48,291	11,701	15,576	5,735	20,600	6,554
Sabine	9.6	.0038	46.8	6.4	10.5	15.7	46.2	4.0	41,968	18,462	2,556	1,511	3,222	5,323	1,518
San Augustine	8.0	.0032	40.4	7.6	12.2	15.9	39.7	3.1	36,241	10,276	1,372	1,479	1,512	10,581	1,922
San Jacinto	16.6	.0066	37.7	7.3	12.8	19.3	34.2	6.3	37,155	19,661	1,355	57	48	5,847	
San Saba	5.4	.0021	39.6	6.9	11.4	17.7	37.9	2.1	26,605	8,315	1,641	742	212	8,050	707
Schleicher	2.9	.0012	33.3	5.9	13.7	18.6	29.1	1.0	4,870	1,649	466	428		108	
Scurry	18.4	.0073	32.5	8.8	16.5	19.1	26.8	6.3	100,465	20,053	11,012	6,699	2,706	18,479	5,287
Shackelford	3.2	.0013	37.6	5.8	13.9	18.1	35.3	1.3	9,967	3,775	617	169	75	418	670
Shelby	22.1	.0088	36.8	8.3	13.2	17.8	34.4	8.5	107,807	33,661	3,994	8,271	6,940	14,488	6,761
Sherman	2.8	.0011	34.4	7.3	14.0	20.8	28.4	1.0	8,449	2,110	835	150		1,919	307
Somervell	5.5	.0022	31.6	8.0	14.7	21.[illegible]	23.4	2.0	20,763	11,162	2,214	476	306	628	78
Starr	41.4	.0165	24.0	12.0	14.4	16.8	17.1	10.6	108,269	46,424	7,161	3,196	6,260	10,269	1,143
Stephens	8.8	.0035	37.3	6.7	12.9	18.8	34.2	3.5	56,644	14,477	3,366	10,936	176	13,526	3,347
Sterling	1.4	.0005	30.3	6.6	18.8	17.0	24.1	.5	5,241	3,346	706			65	
Stonewall	2.0	.0008	38.4	6.5	14.3	16.0	37.6	.8	5,774	3,307	248			122	331
Sutton	4.0	.0016	32.2	8.6	14.6	21.6	24.3	1.4	15,498	5,355	1,940	751	448	1,105	486
Swisher	8.0	.0032	34.3	7.6	12.9	17.1	32.0	2.9	28,529	10,462	1,713	927	665	6,665	2,068
Terrell	1.4	.0005	36.2	5.4	13.3	20.5	31.1	.5	4,419	563	735	612	42	196	
Terry	13.1	.0053	31.2	8.2	13.7	17.5	27.3	4.4	63,794	20,937	4,569	4,830	332	16,665	3,343
Throckmorton	1.8	.0007	40.6	5.8	13.7	17.6	39.1	.8	4,313	1,132	429		46	376	264
Titus	24.1	.0096	32.8	9.5	14.9	18.6	28.2	8.5	183,270	31,099	16,491	26,269	7,186	48,771	7,309
Trinity	11.5	.0046	41.4	6.8	12.4	16.8	40.4	4.7	50,687	18,974	2,426	484	654	9,804	2,717
Tyler	16.6	.0066	40.0	7.0	12.0	17.9	37.9	6.4	72,092	21,241	2,817	10,821	1,570	20,030	2,418
Upshur	31.4	.0125	34.2	9.1	14.2	19.8	29.1	11.4	128,391	27,721	5,782	15,470	2,862	19,563	4,318
Upton	4.4	.0018	29.3	7.5	15.3	19.2	22.2	1.5	11,847	6,929	1,082	390	181	812	266
Uvalde	23.4	.0093	29.9	10.9	13.5	17.9	25.3	7.6	158,480	45,272	10,971	17,825	2,379	21,527	2,434
Val Verde	38.9	.0155	28.2	11.8	15.5	17.6	21.9	11.9	198,393	56,218	22,052	29,205	11,036	32,773	2,416
Van Zandt	38.4	.0153	38.0	7.5	12.7	19.4	34.6	14.5	172,438	49,696	9,131	13,634	4,029	45,048	8,393
Walker	51.5	.0206	30.4	20.0	20.0	21.4	19.3	15.2	295,030	60,872	28,755	30,369	4,995	54,175	9,411
Ward	12.8	.0051	30.3	8.7	15.0	18.8	24.1	4.3	46,375	14,818	5,142	3,631	1,234	7,608	2,606
Washington	26.3	.0105	34.3	10.9	14.5	18.2	30.7	9.7	170,252	50,310	11,938	9,820	6,875	38,348	7,320
Wharton	39.7	.0158	32.6	8.8	14.6	18.9	27.6	14.1	220,200	68,356	16,667	13,285	7,555	51,667	8,206
Wheeler	5.8	.0023	39.2	5.8	12.2	18.3	36.9	2.3	31,299	10,636	2,450	618	968	5,065	1,574
Wilbarger	14.9	.0059	35.4	8.7	14.3	18.3	32.2	5.7	88,007	18,075	5,892	8,333	2,341	16,966	4,993
Willacy	17.7	.0071	27.6	9.7	13.8	16.5	23.2	5.0	56,694	22,434	2,355	5,909	1,711	11,772	3,025
Wilson	23.1	.0092	32.0	8.4	14.9	20.1	25.4	7.6	87,113	22,980	3,671	11,048	501	26,699	3,088
Winkler	8.3	.0033	30.8	7.7	15.3	17.3	26.3	2.8	30,790	14,561	1,620	2,765	947	3,268	355
Wise	35.1	.0140	33.5	8.3	15.6	21.4	26.3	12.3	249,574	50,770	16,261	14,134	1,313	115,229	3,477
Wood	29.6	.0118	39.8	7.7	12.1	18.3	37.7	11.5	155,176	41,297	8,318	16,968	4,525	29,983	6,405
Yoakum	8.7	.0035	29.0	8.0	17.1	19.4	20.4	2.8	37,777	19,373	2,350	1,476	1,054	6,531	505
Young	17.9	.0071	36.6	6.7	14.4	19.0	33.2	7.0	108,556	27,262	7,008	14,200	2,731	21,831	4,026
Zapata	9.5	.0038	29.1	9.7	12.9	16.2	26.2	2.9	18,580	8,571	2,189	1,051	261	1,917	519
Zavala	12.2	.0049	26.9	11.2	14.4	16.6	21.9	3.4	22,813	14,282	1,334	335	604	2,546	615
TOTAL METRO COUNTIES	**14,047.9**	**5.6013**	**30.2**	**11.4**	**18.8**	**21.0**	**20.0**	**5,012.0**	**104,939,6[illegible]5**	**22,538,987**	**10,187,850**	**13,698,932**	**4,782,546**	**24,762,283**	**2,764,184**
TOTAL STATE	**17,167.6**	**6.8448**	**30.8**	**10.9**	**17.9**	**20.6**	**21.9**	**6,136.1**	**120,458,[illegible]43**	**26,994,875**	**11,369,928**	**15,170,710**	**5,192,066**	**27,999,013**	**3,359,715**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ABILENE	**1,318,876**	**21,470**	**26.4**	**27.7**	**14.0**	**11.6**	**.0431**
Taylor	1,318,876	21,470	26.4	27.7	14.0	11.6	.0431
• Abilene	1,175,580	21,509	26.6	28.0	14.0	11.5	.0389
SUBURBAN TOTAL	143,296	21,145	24.6	26.1	14.1	12.3	.0042
AMARILLO	**2,511,079**	**26,528**	**21.0**	**28.3**	**17.9**	**17.0**	**.0821**
Potter	1,113,773	22,494	24.3	28.5	15.3	11.9	.0422
• Amarillo	2,086,352	25,758	21.7	28.1	17.0	16.7	.0707
Randall	1,397,306	31,057	17.6	27.9	20.7	22.4	.0399
SUBURBAN TOTAL	424,727	30,093	17.7	29.4	22.7	18.4	.0114
AUSTIN	**11,352,636**	**26,741**	**20.9**	**24.2**	**16.8**	**20.9**	**.3274**
Hays	750,088	22,169	23.9	23.7	13.8	17.0	.0218
Travis	8,821,642	26,629	21.2	24.0	16.3	21.6	.2573
• Austin	6,804,442	24,809	22.5	24.8	15.7	18.7	.2154
Williamson	1,780,906	29,604	17.8	25.2	20.9	19.3	.0483
SUBURBAN TOTAL	4,548,194	30,652	18.1	23.1	18.7	24.7	.1120
BEAUMONT–PORT ARTHUR	**4,748,361**	**29,356**	**17.4**	**23.9**	**20.4**	**20.1**	**.1392**
Hardin	466,543	27,627	16.9	28.5	20.6	13.9	.0132
Jefferson	3,169,134	28,258	18.3	23.5	19.4	19.6	.0966
• Beaumont	1,488,028	25,920	19.6	22.8	17.2	19.4	.0501
• Port Arthur	689,488	24,149	19.0	25.2	17.6	14.5	.0215
Orange	1,112,684	33,901	15.0	22.9	23.3	24.7	.0294
SUBURBAN TOTAL	2,570,845	32,705	15.4	24.3	23.3	22.3	.0676
BRAZORIA	**2,786,675**	**37,280**	**12.8**	**22.2**	**25.3**	**28.7**	**.0732**
Brazoria	2,786,675	37,280	12.8	22.2	25.3	28.7	.0732
SUBURBAN TOTAL	2,786,675	37,280	12.8	22.2	25.3	28.7	.0732
BROWNSVILLE–HARLINGEN	**1,853,659**	**17,320**	**27.8**	**24.5**	**10.4**	**8.9**	**.0699**
Cameron	1,853,659	17,320	27.8	24.5	10.4	8.9	.0699
• Brownsville	658,377	17,269	27.2	24.1	10.5	9.2	.0278
• Harlingen	409,828	17,912	28.2	25.1	10.8	9.1	.0177
SUBURBAN TOTAL	785,454	17,065	28.3	24.3	10.3	8.5	.0244
BRYAN–COLLEGE STATION	**1,342,520**	**20,169**	**24.5**	**22.5**	**13.1**	**14.7**	**.0420**
Brazos	1,342,520	20,169	24.5	22.5	13.1	14.7	.0420
• Bryan	653,940	22,385	23.6	25.5	13.7	15.8	.0207
• College Station	517,338	16,013	26.2	18.0	10.9	12.6	.0176
SUBURBAN TOTAL	171,242	26,139	21.7	26.6	17.9	17.6	.0037
CORPUS CHRISTI	**3,730,891**	**23,620**	**22.6**	**26.5**	**16.9**	**13.7**	**.1198**
Nueces	3,158,410	23,590	22.8	26.5	16.9	13.7	.1029
• Corpus Christi	2,863,134	23,954	22.8	26.6	17.3	13.8	.0938
San Patricio	572,481	23,777	21.7	26.5	16.7	13.8	.0169
SUBURBAN TOTAL	867,757	22,587	22.4	25.5	15.9	13.6	.0260

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
DALLAS	**39,928,464**	**31,057**	**18.1**	**24.9**	**18.3**	**25.5**	**1.1648**
Collin	5,218,089	44,601	11.3	17.4	18.8	43.8	.1317
Plano	2,733,515	53,710	7.0	14.1	19.3	55.5	.0747
Dallas	28,167,426	29,319	19.4	26.5	17.7	22.9	.8582
Carrollton	1,505,015	40,931	10.9	23.7	24.2	35.8	.0396
• Dallas	14,972,357	25,166	22.5	26.4	14.7	19.5	.4732
Garland	2,732,544	36,673	12.9	27.4	25.9	27.2	.0712
Grand Prairie	1,344,457	31,514	16.8	28.8	21.1	22.1	.0364
• Irving	2,594,512	32,427	17.4	29.3	21.3	23.7	.0771
Mesquite	1,479,479	35,381	13.7	27.9	25.5	25.2	.0466
Richardson	1,489,379	46,729	9.7	18.6	22.4	44.5	.0447
Denton	4,575,175	35,083	15.7	21.9	21.2	28.9	.1170
• Denton	972,200	23,892	22.6	23.0	14.4	19.4	.0319
Lewisville	815,906	38,986	12.6	23.1	27.3	30.1	.0238
Ellis	988,520	27,157	19.0	24.7	18.9	17.9	.0287
Kaufman	578,815	23,430	21.5	23.5	16.7	15.7	.0187
Rockwall	400,439	33,153	14.2	24.0	19.8	27.3	.0105
SUBURBAN TOTAL	21,389,395	36,532	14.2	23.2	21.2	31.1	.5826
DALLAS-FORT WORTH CONSOLIDATED AREA	***60,083,408***	***31,078***	***18.1***	***25.0***	***18.6***	***25.1***	***1.7431***
EL PASO	**5,372,915**	**20,884**	**27.2**	**26.1**	**13.6**	**12.2**	**.1839**
El Paso	5,372,915	20,884	27.2	26.1	13.6	12.2	.1839
• El Paso	4,804,611	21,174	26.5	26.0	14.0	12.5	.1681
SUBURBAN TOTAL	568,304	18,885	33.9	27.1	10.4	9.2	.0158
FORT WORTH–ARLINGTON	**20,154,944**	**31,118**	**17.9**	**25.2**	**19.4**	**24.4**	**.5783**
Johnson	1,223,955	29,528	18.5	25.5	20.9	19.5	.0344
Parker	822,504	27,669	19.2	25.2	19.7	18.1	.0232
Tarrant	18,108,485	31,439	17.7	25.3	19.2	25.1	.5207
• Arlington	4,503,462	35,660	15.1	24.7	21.0	30.2	.1263
Bedford	925,002	45,454	7.8	18.3	27.0	42.1	.0222
• Fort Worth	6,140,096	25,441	21.9	26.0	15.7	18.9	.1922
North Richland Hills	808,256	39,960	11.5	23.9	25.7	33.6	.0235
SUBURBAN TOTAL	9,511,386	33,507	16.2	24.8	21.3	26.0	.2598
GALVESTON–TEXAS CITY	**2,979,483**	**29,177**	**18.8**	**24.0**	**20.0**	**21.0**	**.0846**
Galveston	2,979,483	29,177	18.8	24.0	20.0	21.0	.0846
• Galveston	753,932	21,659	23.6	24.4	15.2	13.9	.0230
• Texas City	554,162	31,734	17.5	24.7	23.4	20.8	.0161
SUBURBAN TOTAL	1,671,389	32,912	16.4	23.7	21.5	25.2	.0455

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TEXAS (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
HOUSTON	**46,419,042**	**30,278**	**18.2**	**25.9**	**19.5**	**22.6**	**1.3305**
Fort Bend	3,315,968	37,574	12.8	22.8	24.6	29.5	.0810
Harris	39,794,180	29,792	18.8	26.0	19.1	22.3	1.1597
• Baytown	829,488	31,034	17.0	25.2	22.0	20.7	.0256
• Houston	22,201,670	26,548	21.5	27.0	16.7	18.9	.7204
Pasadena	1,559,643	31,081	17.5	29.7	21.9	20.1	.0436
Liberty	584,653	25,445	18.3	26.1	18.3	14.7	.0168
Montgomery	2,474,994	31,717	16.3	26.0	22.2	21.7	.0641
Waller	249,247	24,983	18.6	24.7	16.7	16.6	.0089
SUBURBAN TOTAL	23,387,884	34,663	14.7	24.7	22.7	26.7	.5845
HOUSTON–GALVESTON–BRAZORIA CONSOLIDATED AREA	***52,185,200***	***30,581***	***18.1***	***25.5***	***19.9***	***22.8***	***1.4883***
KILLEEN–TEMPLE	**2,777,272**	**21,402**	**28.5**	**27.2**	**13.8**	**12.2**	**.0828**
Bell	2,057,046	20,735	28.9	26.3	13.7	11.6	.0648
• Killeen	606,700	19,019	35.5	26.5	12.9	8.0	.0229
• Temple	555,936	22,113	23.7	26.3	14.7	13.4	.0198
Coryell	720,226	23,886	27.3	30.4	14.4	14.5	.0180
SUBURBAN TOTAL	1,614,636	22,626	26.8	28.1	13.9	13.9	.0401
LAREDO	**848,630**	**15,915**	**27.0**	**22.3**	**10.4**	**8.6**	**.0367**
Webb	848,630	15,915	27.0	22.3	10.4	8.6	.0367
• Laredo	742,465	15,359	28.1	22.2	9.7	7.4	.0342
SUBURBAN TOTAL	106,165	30,477	14.8	23.7	19.0	23.7	.0025
LONGVIEW–MARSHALL	**1,946,552**	**24,843**	**20.3**	**26.4**	**17.2**	**15.2**	**.0630**
Gregg	1,272,711	24,740	20.8	27.4	17.0	14.6	.0443
• Longview	884,082	25,573	20.7	28.4	16.9	15.4	.0314
Harrison	673,841	25,055	19.3	24.7	17.6	16.3	.0187
• Marshall	273,458	22,059	21.4	23.3	14.9	15.2	.0096
SUBURBAN TOTAL	789,012	24,934	19.5	25.3	18.4	14.9	.0220
LUBBOCK	**2,597,744**	**22,565**	**25.0**	**27.1**	**15.3**	**13.1**	**.0878**
Lubbock	2,597,744	22,565	25.0	27.1	15.3	13.1	.0878
• Lubbock	2,216,134	22,595	24.8	26.6	15.3	13.5	.0772
SUBURBAN TOTAL	381,610	22,415	25.6	29.6	15.0	11.2	.0106
McALLEN–EDINBURG–MISSION	**2,546,346**	**16,224**	**29.1**	**22.8**	**10.0**	**8.1**	**.0988**
Hidalgo	2,546,346	16,224	29.1	22.8	10.0	8.1	.0988
• Edinburg	214,116	17,589	25.3	25.5	10.9	8.4	.0084
• McAllen	761,583	20,565	25.7	25.1	13.2	12.9	.0332
• Mission	200,379	16,569	31.4	23.0	10.1	8.1	.0076
• Pharr	189,321	15,758	30.7	22.6	9.8	5.2	.0088
SUBURBAN TOTAL	1,180,947	14,684	30.8	21.1	8.3	6.4	.0408
MIDLAND	**1,586,201**	**29,172**	**18.8**	**27.1**	**17.6**	**22.7**	**.0449**
Midland	1,586,201	29,172	18.8	27.1	17.6	22.7	.0449
• Midland	1,368,665	29,246	18.8	26.4	17.5	23.2	.0399
SUBURBAN TOTAL	217,536	28,803	19.2	30.7	18.5	19.7	.0050

EFFECTIVE BUYING INCOME

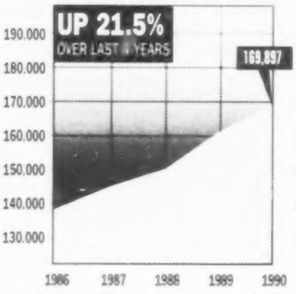
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ODESSA	**1,483,154**	**27,712**	**20.0**	**28.2**	**18.7**	**17.8**	**.044**
Ector	1,483,154	27,712	20.0	28.2	18.7	17.8	.0446
• Odessa	1,160,495	27,868	19.6	27.3	18.9	18.3	.0354
SUBURBAN TOTAL	322,659	27,237	21.5	31.4	17.7	16.0	.0092
SAN ANGELO	**1,242,038**	**24,259**	**23.4**	**25.7**	**15.8**	**17.0**	**.0369**
Tom Green	1,242,038	24,259	23.4	25.7	15.8	17.0	.0369
• San Angelo	1,052,114	23,757	23.9	25.8	15.6	16.2	.0326
SUBURBAN TOTAL	189,924	27,986	20.6	25.2	16.7	22.3	.0043
SAN ANTONIO	**15,038,973**	**23,865**	**22.9**	**26.6**	**15.8**	**15.5**	**.4723**
Bexar	13,585,645	23,653	23.1	26.6	15.5	15.4	.4301
• San Antonio	9,917,502	21,810	24.6	26.6	14.2	13.0	.3388
Comal	715,050	26,800	22.8	25.4	18.4	19.1	.0213
Guadalupe	738,278	25,646	20.7	26.5	18.4	15.2	.0209
SUBURBAN TOTAL	5,121,471	30,464	18.6	26.2	20.0	22.3	.1335
SHERMAN–DENISON	**1,180,534**	**24,190**	**22.4**	**26.5**	**17.2**	**14.8**	**.0370**
Grayson	1,180,534	24,190	22.4	26.5	17.2	14.8	.0370
• Denison	265,185	23,136	21.9	26.5	16.2	13.4	.0088
• Sherman	411,613	24,996	23.1	28.1	17.7	14.7	.0159
SUBURBAN TOTAL	503,736	24,148	22.1	25.2	17.4	15.6	.0123
TEXARKANA	**1,303,254**	**21,584**	**22.7**	**25.8**	**15.6**	**11.9**	**.0430**
Bowie	859,501	20,905	23.5	26.1	15.0	10.8	.0300
• Texarkana	331,938	18,935	24.9	24.6	12.6	10.2	.0156
Miller, Ark.	*443,753*	*23,282*	*21.1*	*25.2*	*16.7*	*14.3*	*.0130*
• Texarkana	*264,872*	*22,267*	*22.1*	*24.6*	*17.2*	*12.9*	*.0091*
SUBURBAN TOTAL	706,444	22,982	21.9	26.9	16.5	12.4	.0183
TYLER	**1,984,756**	**26,221**	**20.5**	**26.2**	**16.8**	**18.3**	**.0614**
Smith	1,984,756	26,221	20.5	26.2	16.8	18.3	.0614
• Tyler	1,040,599	25,655	21.6	26.3	15.6	18.8	.0397
SUBURBAN TOTAL	944,157	26,925	19.4	26.1	18.1	17.8	.0217
VICTORIA	**874,397**	**26,541**	**20.4**	**26.8**	**19.9**	**15.4**	**.0278**
Victoria	874,397	26,541	20.4	26.8	19.9	15.4	.0278
• Victoria	644,998	25,202	22.0	26.0	19.3	14.7	.0227
SUBURBAN TOTAL	229,399	29,992	15.8	29.2	21.6	17.6	.0051
WACO	**2,106,821**	**21,338**	**23.8**	**25.3**	**14.4**	**12.9**	**.0676**
McLennan	2,106,821	21,338	23.8	25.3	14.4	12.9	.0676
• Waco	1,120,046	18,716	26.7	24.6	11.5	11.0	.0415
SUBURBAN TOTAL	986,775	25,331	20.0	26.1	18.2	15.4	.0261
WICHITA FALLS	**1,372,357**	**21,451**	**25.3**	**27.3**	**14.6**	**11.5**	**.0451**
Wichita	1,372,357	21,451	25.3	27.3	14.6	11.5	.0451
• Wichita Falls	1,078,213	20,814	26.1	27.0	13.4	11.5	.0365
SUBURBAN TOTAL	294,144	24,220	22.3	28.2	18.9	11.8	.0086

THE LONG-TERM GROWTH LEADER

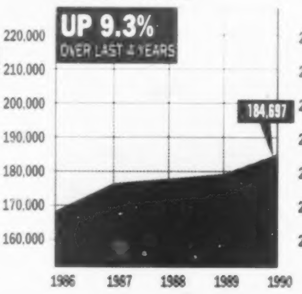
Over the past 4 years, the San Antonio Light's growth has significantly outpaced that of our competition. That's news we want to share!

DAILY OVER 4 YEARS

SAN ANTONIO LIGHT

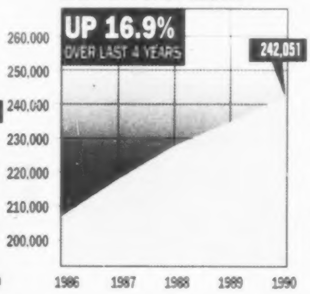


EXPRESS-NEWS



SUNDAY OVER 4 YEARS

SAN ANTONIO LIGHT



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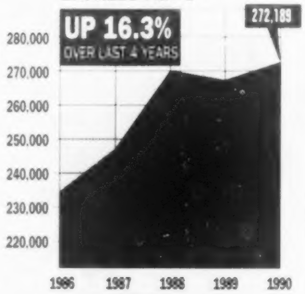

Circulation figures for San Antonio Light and San Antonio Express-News: Audit Bureau of Circulations Annual Audit Reports 1986-1990. Calculations by The San Antonio Light's Research Department.

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TEXAS (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
OTHER COUNTIES							
Anderson	436,578	20,577	21.1	24.7	14.8	11.6	.0138
Andrews	170,671	29,302	20.4	26.0	21.8	18.7	.0047
Angelina	818,120	25,307	19.7	25.6	17.3	16.6	.0249
Aransas	227,231	22,457	24.5	26.1	14.1	15.4	.0064
Archer	80,014	20,014	25.8	29.7	10.9	9.5	.0020
Armstrong	31,284	29,000	21.9	21.3	19.0	21.3	.0008
Atascosa	262,774	19,462	24.0	26.4	13.0	9.3	.0082
Austin	288,123	26,866	17.4	20.5	15.7	24.9	.0076
Bailey	52,826	14,431	32.2	21.4	6.0	7.8	.0017
Bandera	128,545	21,839	24.5	25.7	14.7	14.2	.0034
Bastrop	404,617	20,703	24.3	23.4	15.1	12.7	.0110
Baylor	49,241	18,150	26.6	24.0	13.7	8.5	.0014
Bee	253,035	20,200	25.4	25.8	12.6	12.2	.0079
Blanco	73,298	20,304	26.8	26.1	12.5	12.1	.0017
Borden	5,873	13,083	30.0	16.0	9.0	6.7	.0002
Bosque	176,877	21,368	23.8	23.7	15.5	13.6	.0046
Brewster	79,779	16,938	26.6	25.2	10.8	6.5	.0027
Briscoe	15,417	12,909	30.3	18.6	8.4	4.0	.0006
Brooks	58,291	14,316	28.6	17.1	11.8	5.3	.0021
Brown	361,616	19,380	27.0	24.9	12.8	11.0	.0112
Burleson	135,138	19,144	21.3	24.7	13.9	9.9	.0037
Burnet	253,741	19,741	29.1	25.1	13.5	10.8	.0081
Caldwell	213,634	16,482	27.5	23.0	11.0	7.7	.0069
Calhoun	235,721	28,770	18.9	24.2	19.3	19.3	.0062
Callahan	113,204	18,850	24.5	27.6	12.7	7.1	.0032
Camp	111,595	21,730	20.6	24.8	15.2	12.9	.0036
Carson	89,361	29,881	18.2	26.5	19.9	21.0	.0022
Cass	327,516	21,896	20.8	23.5	16.1	13.7	.0094
Castro	62,473	15,705	32.3	24.0	8.1	6.6	.0021
Chambers	220,398	26,835	19.2	24.3	20.4	15.3	.0059
Cherokee	399,757	18,275	24.1	23.1	13.5	9.8	.0124
Childress	51,420	14,532	30.9	22.3	8.6	5.6	.0019
Clay	112,392	21,750	22.4	25.5	15.1	12.6	.0029
Cochran	36,160	16,864	30.4	23.3	9.0	9.0	.0009
Coke	40,850	19,577	26.4	21.3	16.0	11.9	.0011
Coleman	101,040	18,388	25.4	25.4	11.7	9.2	.0028
Collingsworth	40,256	18,821	24.9	21.9	10.4	15.7	.0010
Colorado	199,062	18,971	21.9	22.6	13.6	11.8	.0063
Comanche	140,563	16,693	27.4	20.2	10.3	11.8	.0041
Concho	25,361	16,773	28.4	25.5	8.5	9.2	.0008
Cooke	329,030	21,745	24.4	28.8	14.3	10.5	.0106
Cottle	23,325	14,852	28.5	16.6	8.3	12.1	.0007
Crane	50,622	28,926	20.4	24.9	24.1	15.0	.0014
Crockett	44,545	23,800	21.5	28.9	11.9	16.6	.0013
Crosby	47,442	12,798	33.0	16.2	6.5	5.8	.0016
Culberson	23,479	15,613	33.1	25.1	9.4	4.8	.0012
Dallam	49,154	17,600	28.6	29.1	8.6	6.8	.0017
Dawson	133,271	19,258	26.4	25.9	12.4	9.9	.0042
Deaf Smith	162,011	19,379	29.3	28.6	11.2	8.4	.0054
Delta	52,903	18,892	24.4	22.8	12.5	12.6	.0013
De Witt	190,762	17,981	23.6	21.7	12.3	11.8	.0055
Dickens	18,979	12,705	32.2	19.2	6.7	5.3	.0007
Dimmit	63,705	14,191	28.6	19.6	9.5	6.1	.0023
Donley	32,140	14,000	27.0	22.5	6.8	6.7	.0010
Duval	101,147	17,179	22.2	22.0	13.7	9.2	.0030
Eastland	162,026	15,117	28.5	23.2	9.0	5.8	.0053
Edwards	18,809	15,323	37.7	20.5	8.4	7.0	.0006
Erath	333,514	19,323	24.8	24.9	11.3	12.4	.0101
Falls	157,980	15,910	25.4	19.1	11.6	10.3	.0044
Fannin	252,771	18,635	23.5	25.3	12.2	9.5	.0077
Fayette	238,195	19,892	22.6	20.0	15.1	14.7	.0072
Fisher	46,670	17,625	25.5	27.3	8.7	8.2	.0012
Floyd	60,048	14,901	30.5	21.2	9.0	6.1	.0022
Foard	14,540	13,208	29.9	17.3	6.1	8.0	.0004
Franklin	88,903	20,415	24.7	23.4	15.7	11.7	.0025
Freestone	177,179	19,327	21.3	20.4	13.6	14.7	.0047
Frio	90,457	15,146	31.0	20.6	11.0	5.4	.0032
Gaines	121,581	18,792	26.8	24.7	12.1	11.0	.0036
Garza	52,313	19,711	27.1	24.0	12.8	12.6	.0015
Gillespie	177,055	19,240	28.3	28.7	11.3	8.1	.0057
Glasscock	11,370	14,842	31.8	20.4	6.4	9.4	.0004
Goliad	69,076	22,949	22.3	22.0	18.1	14.9	.0017
Gonzales	161,566	17,463	25.5	22.6	10.7	11.2	.0050
Gray	284,939	23,178	21.5	29.5	15.4	12.1	.0083
Grimes	164,540	17,425	22.5	22.5	12.0	10.3	.0051
Hale	285,303	17,634	28.5	25.0	10.4	8.3	.0103
Hall	29,408	11,904	27.4	17.5	5.6	5.6	.0010
Hamilton	79,318	16,308	27.2	22.8	11.3	7.4	.0022
Hansford	59,436	20,917	25.2	27.7	14.0	9.8	.0018
Hardeman	54,392	18,051	24.9	25.3	12.6	8.4	.0015
Hartley	41,166	23,375	24.6	30.2	11.5	14.8	.0012
Haskell	66,223	16,045	25.1	22.2	9.1	10.3	.0021
Hemphill	35,624	21,533	26.3	32.4	12.2	8.6	.0011
Henderson	635,921	19,831	25.3	26.8	12.9	10.0	.0185
Hill	259,645	17,066	26.3	23.5	11.3	9.0	.0085
Hockley	210,275	20,875	22.5	23.2	14.1	9.5	.0068
Hood	437,421	29,539	19.6	23.7	20.0	21.8	.0122
Hopkins	288,911	18,799	27.3	25.2	12.0	9.6	.0100
Houston	202,326	15,621	24.6	19.8	10.4	10.7	.0061
Howard	321,638	20,467	24.7	26.7	13.1	11.2	.0103
Hudspeth	20,127	14,595	35.8	21.3	5.7	6.8	.0006
Hunt	773,068	23,917	21.5	24.2	16.4	16.2	.0227
Hutchinson	349,934	31,028	17.1	26.2	22.5	19.8	.0091
Irion	20,840	25,364	18.5	26.8	14.3	19.7	.0004
Jack	71,175	19,352	25.9	28.7	10.7	9.3	.0019
Jackson	137,651	21,556	22.5	26.6	14.8	11.8	.0041
Jasper	329,323	22,064	21.5	25.1	17.2	11.5	.0104
Jeff Davis	18,914	15,138	34.9	21.1	7.6	6.4	.0004
Jim Hogg	36,570	14,324	23.5	24.2	8.1	6.5	.0012
Jim Wells	274,674	16,682	25.0	26.4	9.6	6.7	.0097
Jones	154,407	17,279	25.0	25.0	9.6	9.3	.0045
Karnes	107,221	17,488	23.7	22.9	12.2	10.2	.0032
Kendall	174,480	23,055	22.6	23.0	16.0	16.6	.0060
Kenedy	4,191	15,000	28.0	22.0	6.0	9.0	.0000
Kent	9,023	15,333	29.0	24.2	9.8	6.8	.0004
Kerr	488,200	23,922	24.3	28.6	14.4	14.9	.0137
Kimble	36,678	17,727	25.7	29.3	10.4	5.9	.0013
King	2,263	18,333	39.0	34.0	7.0	2.0	.0001
Kinney	23,716	14,738	33.0	19.8	8.9	4.6	.0006
Kleberg	279,987	19,307	24.9	23.6	12.9	11.9	.0093
Knox	43,977	13,745	24.1	19.5	9.1	8.5	.0014
Lamar	466,768	20,000	23.7	24.9	12.9	12.2	.0151
Lamb	119,219	15,187	32.2	22.0	9.0	5.9	.0038
Lampasas	125,042	17,269	29.7	23.7	10.0	9.3	.0039
La Salle	36,222	13,217	26.1	17.3	9.1	6.3	.0012
Lavaca	187,224	18,342	22.1	23.6	13.2	10.1	.0058
Lee	110,185	16,162	24.5	22.5	12.8	6.9	.0036
Leon	131,242	16,404	22.0	20.9	10.7	12.4	.0040
Limestone	186,923	15,492	24.8	22.1	9.2	9.1	.0063
Lipscomb	36,291	22,045	23.9	26.6	12.7	15.3	.0009
Live Oak	87,597	18,148	26.3	25.1	11.8	9.1	.0030
Llano	141,558	17,443	31.2	22.9	10.5	9.6	.0040
Loving	2,384	8,909	3.0	10.0		6.0	.0000
Lynn	47,037	14,586	29.8	21.7	8.9	5.3	.0014
McCulloch	76,631	14,455	30.1	19.0	7.2	9.1	.0029
McMullen	11,087	26,636	24.4	30.3	15.0	19.3	.0004
Madison	106,282	19,092	22.7	20.5	13.5	14.2	.0032
Marion	90,794	16,487	22.7	25.6	10.9	7.0	.0027
Martin	51,042	22,450	25.5	24.1	13.9	15.4	.0015
Mason	28,397	14,214	29.3	20.2	8.1	6.5	.0009
Matagorda	491,766	32,552	15.5	21.7	23.3	22.5	.0134
Maverick	185,052	13,031	32.7	20.8	5.9	3.1	.0081
Medina	253,775	20,128	26.3	26.1	13.3	10.9	.0087
Menard	15,754	12,471	31.6	18.5	5.7	3.2	.0004
Milam	229,590	18,736	20.9	19.7	16.3	11.9	.0068
Mills	46,315	18,780	26.6	26.6	11.6	[illegible]	.0013
Mitchell	79,393	17,426	24.4	22.2	10.3	11.7	.0026
Montague	149,244	15,778	29.0	24.5	9.5	5.3	.0049
Moore	177,387	23,866	23.5	34.6	16.7	9.0	.0056
Morris	125,906	[illegible]	20.1	27.6	17.1	7.2	.0035
Motley	10,943	11,538	29.1	15.7	7.0	4.7	.0003
Nacogdoches	559,731	18,100	26.1	23.8	10.9	11.2	.0184
Navarro	397,610	17,848	26.1	23.2	12.1	10.4	.0132

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Newton	149,823	23,400	21.4	20.4	17.8	16.5	.0038
Nolan	171,480	20,309	24.6	26.0	13.6	11.1	.0051
Ochiltree	102,163	25,920	23.6	32.0	18.8	11.7	.0030
Oldham	15,976	16,042	38.7	21.7	8.9	7.6	.0005
Palo Pinto	256,117	18,860	26.8	26.9	10.7	9.5	.0083
Panola	244,247	22,838	21.0	25.3	17.5	12.1	.0069
Parmer	63,652	15,119	34.8	22.5	7.8	3.8	.0022
Pecos	133,508	23,000	24.5	29.9	18.3	8.8	.0043
Polk	293,641	16,236	28.4	21.3	11.0	9.1	.0096
Presidio	36,301	10,435	27.6	15.7	5.2	2.8	.0015
Rains	71,490	17,909	23.5	28.0	8.7	8.8	.0019
Reagan	38,333	23,407	24.8	34.1	14.3	9.8	.0012
Real	15,628	11,468	32.6	15.2	4.7	4.9	.0005
Red River	114,124	13,352	28.9	19.7	7.1	5.5	.0037
Reeves	121,045	18,294	25.0	26.2	10.6	9.4	.0040
Refugio	87,826	22,120	21.1	26.1	13.8	13.9	.0026
Roberts	13,803	24,889	20.8	27.9	15.3	18.5	.0003
Robertson	149,764	16,738	20.6	20.3	12.5	11.0	.0044
Runnels	106,268	17,788	25.6	26.1	10.7	8.2	.0029
Rusk	521,730	24,687	20.0	25.9	16.2	16.0	.0136
Sabine	90,371	15,114	25.6	22.3	10.2	6.1	.0027
San Augustine	73,525	15,548	26.4	21.4	8.9	9.1	.0023
San Jacinto	164,897	18,828	22.8	21.9	13.3	12.4	.0043
San Saba	50,103	15,750	28.4	21.8	8.6	9.0	.0016
Schleicher	27,660	19,520	23.8	26.5	13.4	8.9	.0007
Scurry	200,238	23,771	23.5	28.4	13.6	15.5	.0059
Shackelford	45,043	23,625	21.5	22.8	17.7	16.5	.0012
Shelby	197,534	15,640	22.3	22.3	10.9	7.5	.0063
Sherman	44,466	24,778	24.2	26.6	18.5	15.5	.0009
Somervell	67,291	26,567	19.9	23.8	19.9	17.0	.0018
Starr	181,827	11,213	27.0	17.7	4.9	4.9	.0077
Stephens	87,650	18,195	26.4	26.2	11.9	7.7	.0029

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Sterling	14,019	16,786	29.6	20.2	14.2	8.8	.0004
Stonewall	22,105	20,400	25.8	25.1	14.9	10.8	.0005
Sutton	39,273	20,125	25.9	31.1	12.2	7.0	.0012
Swisher	59,753	14,857	31.1	22.7	6.9	6.2	.0019
Terrell	17,217	24,625	17.2	21.2	15.4	19.0	.0005
Terry	130,478	22,065	22.7	26.7	14.3	13.3	.0039
Throckmorton	12,888	10,316	27.4	14.6	4.4	5.1	.0004
Titus	266,626	24,300	19.0	25.2	17.1	15.6	.0088
Trinity	115,894	16,587	22.9	23.0	11.2	9.5	.0036
Tyler	162,951	17,845	24.4	24.8	12.0	9.0	.0048
Upshur	340,919	23,687	21.1	26.5	17.0	13.1	.0095
Upton	45,053	22,481	23.4	23.2	16.3	15.3	.0011
Uvalde	180,878	16,455	29.6	23.4	10.4	7.3	.0071
Val Verde	311,964	17,693	30.0	25.1	10.2	8.7	.0109
Van Zandt	383,666	19,229	25.9	24.5	14.7	9.2	.0114
Walker	548,806	21,549	21.4	22.6	14.3	15.7	.0169
Ward	129,052	24,431	20.7	27.7	17.9	13.0	.0037
Washington	325,111	22,665	20.9	23.3	15.9	15.4	.0095
Wharton	383,122	20,724	21.3	25.8	15.1	10.5	.0123
Wheeler	60,287	17,184	24.5	24.1	10.6	9.5	.0018
Wilbarger	158,830	17,795	24.4	22.0	12.7	11.2	.0048
Willacy	103,930	12,829	29.5	18.1	7.1	6.1	.0040
Wilson	194,341	19,287	24.9	27.4	11.6	9.1	.0060
Winkler	80,755	24,720	18.4	30.1	17.7	11.3	.0023
Wise	335,881	24,676	21.2	26.7	16.3	15.5	.0125
Wood	319,971	19,745	24.8	24.4	14.8	10.4	.0095
Yoakum	99,769	29,755	15.7	27.4	25.1	15.3	.0028
Young	216,392	19,885	25.2	25.5	11.8	12.5	.0063
Zapata	54,534	12,600	30.5	18.4	6.7	4.8	.0018
Zavala	78,417	15,785	32.2	21.2	9.1	7.9	.0024
TOTAL METRO COUNTIES	**182,944,821**	**27,471**	**20.3**	**25.5**	**17.6**	**20.2**	**5.4755**
TOTAL STATE	**214,142,943**	**25,847**	**21.0**	**25.4**	**16.8**	**18.5**	**6.4282**

Utah

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
PROVO–OREM	**266.4**	**.1062**	**22.5**	**18.5**	**14.8**	**13.8**	**14.7**	**71.0**
Utah	266.4	.1062	22.5	18.5	14.8	13.8	14.7	71.0
● Orem	68.3	.0272	21.4	11.2	14.9	15.6	13.8	17.8
● Provo	87.8	.0350	22.7	36.0	16.9	8.7	12.4	24.1
SUBURBAN TOTAL	110.3	.0440	22.7	9.0	13.0	16.9	17.2	29.1
SALT LAKE CITY–OGDEN	**1,083.2**	**.4318**	**27.4**	**10.2**	**16.6**	**19.0**	**18.4**	**351.1**
Davis	191.3	.0762	24.7	10.0	15.7	18.1	15.8	54.6
Layton	42.5	.0169	25.2	9.7	17.8	19.1	13.5	12.9
Salt Lake	732.9	.2922	27.8	10.2	17.3	19.4	18.1	243.0
● Salt Lake City	161.5	.0644	31.3	12.5	19.5	18.3	24.5	67.3
Sandy	75.8	.0302	23.4	7.4	14.3	24.1	9.9	19.6
West Jordan	43.3	.0173	20.7	8.3	17.8	19.1	8.0	11.2
West Valley City	87.8	.0350	24.6	10.9	17.3	19.4	12.7	26.2
Weber	159.0	.0634	28.8	10.2	15.4	18.0	22.5	53.5
● Ogden	64.2	.0256	30.3	11.8	16.7	16.3	25.9	24.4
SUBURBAN TOTAL	857.5	.3418	26.3	9.6	16.2	19.3	16.6	259.4
OTHER COUNTIES								
Beaver	4.7	.0019	31.5	6.2	11.3	16.9	29.2	1.6
Box Elder	36.8	.0146	26.6	6.9	14.5	16.2	21.5	11.0
Cache	71.0	.0283	23.6	16.2	16.1	14.9	15.9	21.3
Carbon	19.9	.0080	30.3	8.2	13.4	19.0	24.7	6.8
Daggett	.7	.0003	32.2	6.4	12.5	20.9	25.6	.3
Duchesne	12.3	.0049	25.0	6.8	13.7	17.6	18.7	3.6
Emery	10.2	.0041	25.4	6.2	13.9	18.9	17.7	3.0

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
PROVO–OREM	**1,217,584**	**280,198**	**90,599**	**166,812**	**60,907**	**217,015**	**44,750**
Utah	1,217,584	280,198	90,599	166,812	60,907	217,015	44,750
● Orem	462,707	75,085	26,477	93,755	32,948	66,671	12,215
● Provo	388,842	82,869	31,780	37,360	16,705	93,355	22,327
SUBURBAN TOTAL	366,035	122,244	32,342	35,697	11,254	56,989	10,208
SALT LAKE CITY–OGDEN	**7,558,308**	**1,629,302**	**684,283**	**987,487**	**486,029**	**1,633,398**	**125,631**
Davis	971,780	224,157	62,208	97,995	72,916	278,708	16,761
Layton	266,035	54,109	14,591	52,890	10,386	52,199	424
Salt Lake	5,383,865	1,153,568	540,599	682,981	357,058	1,054,753	77,280
● Salt Lake City	2,140,219	379,426	310,931	235,058	132,101	402,535	39,506
Sandy	321,719	100,441	25,706	48,312	19,550	28,589	1,844
West Jordan	134,113	58,919	13,719	13,101	2,077	4,043	729
West Valley City	164,270	66,368	9,865	46,204	9,373	440	269
Weber	1,202,663	251,577	81,476	206,511	36,055	299,937	31,590
● Ogden	830,337	122,163	53,869	180,923	30,649	197,797	21,710
SUBURBAN TOTAL	4,587,752	1,127,713	319,483	571,506	323,279	1,033,066	64,415
OTHER COUNTIES							
Beaver	21,833	6,447	2,539	127	261	122	1,140
Box Elder	161,487	36,116	19,789	13,877	4,585	36,424	4,609
Cache	328,134	81,976	26,413	41,182	17,620	49,981	13,162
Carbon	99,115	29,721	8,155	10,821	6,000	19,874	6,404
Daggett	2,169	278	84	1,135			
Duchesne	50,399	14,246	1,687	6,250	1,912	11,113	1,011
Emery	25,285	6,075	3,060	1,423	237	1,432	311

UTAH (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Garfield	4.0	.0016	31.2	6.5	11.9	17.1	28.4	1.3
Grand	6.5	.0026	33.9	5.6	14.0	20.7	27.7	2.4
Iron	20.9	.0083	24.6	15.1	12.9	16.3	19.8	6.3
Juab	5.8	.0023	28.7	6.5	11.9	16.9	25.6	1.8
Kane	5.3	.0021	30.8	6.7	11.1	19.3	26.1	1.8
Millard	11.1	.0045	26.1	5.5	12.8	16.6	22.1	3.3
Morgan	5.6	.0022	26.4	6.9	12.7	18.9	20.2	1.6
Piute	1.3	.0005	38.4	6.4	7.6	16.8	36.5	.5
Rich	1.7	.0007	26.4	4.6	13.4	18.6	19.9	.5
San Juan	12.6	.0050	22.9	9.2	14.1	16.1	16.9	3.4
Sanpete	16.3	.0065	24.6	12.2	10.4	15.8	23.2	4.9
Sevier	15.4	.0062	28.6	6.2	11.8	16.9	25.6	4.9
Summit	15.9	.0063	29.5	7.9	18.9	24.8	14.8	5.4
Tooele	26.6	.0106	28.2	8.9	14.7	19.5	20.6	8.6
Uintah	21.9	.0088	25.9	7.0	14.9	18.0	18.5	6.6
Wasatch	10.2	.0040	26.9	7.7	13.9	19.1	19.6	3.1
Washington	50.3	.0201	28.2	9.7	11.7	14.7	27.4	15.8
Wayne	2.2	.0009	30.3	5.6	12.5	17.9	26.2	.7
TOTAL METRO COUNTIES	**1,349.6**	**.5380**	**26.2**	**11.8**	**16.4**	**18.0**	**17.6**	**422.1**
TOTAL STATE	**1,738.8**	**.6903**	**26.2**	**11.4**	**15.7**	**17.8**	**18.4**	**542.6**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Garfield	13,298	4,039	1,637	150	32	1,320	493
Grand	28,322	9,243	2,824	1,133	793	2,276	693
Iron	129,522	21,664	17,401	9,556	4,254	31,499	2,549
Juab	28,301	4,041	1,443		228	4,054	
Kane	22,908	6,021	2,263	436	742	1,640	406
Millard	46,650	11,945	3,063	688	2,075	7,475	1,438
Morgan	10,634	5,514	1,026		66	1,718	492
Piute	2,298	807	64	498		87	
Rich	4,828	993	281	661		135	
San Juan	21,213	6,060	2,042	3,281	359	3,842	757
Sanpete	53,504	25,822	2,489	580	1,675	7,907	1,560
Sevier	91,270	12,094	5,120	7,463	2,616	20,572	1,872
Summit	132,906	41,559	21,696	144	2,268	5,499	2,563
Tooele	109,647	31,769	7,681	3,968	620	22,196	550
Uintah	83,273	21,999	5,686	9,429	924	17,509	754
Wasatch	31,748	9,588	4,479	924	707	2,487	3,532
Washington	301,755	66,515	23,450	20,088	22,413	84,952	7,673
Wayne	5,056	2,795	570	347	62	353	
TOTAL METRO COUNTIES	**8,775,892**	**1,909,500**	**774,882**	**1,154,299**	**546,936**	**1,850,413**	**170,381**
TOTAL STATE	**10,581,447**	**2,366,827**	**939,824**	**1,288,460**	**617,385**	**2,184,880**	**222,350**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
PROVO–OREM	**2,104,284**	**23,209**	**26.2**	**29.6**	**16.4**	**11.6**	**.0715**
Utah	2,104,284	23,209	26.2	29.6	16.4	11.6	.0715
• Orem	537,596	25,118	24.6	32.0	18.8	11.5	.0208
• Provo	659,858	18,439	33.3	24.8	10.9	10.3	.0229
SUBURBAN TOTAL	906,830	26,572	21.3	31.8	19.6	12.8	.0278
SALT LAKE CITY–OGDEN	**12,019,734**	**28,274**	**20.5**	**30.1**	**19.4**	**17.4**	**.3838**
Davis	1,847,628	29,207	20.1	34.5	21.9	14.6	.0579
Layton	406,956	27,862	20.6	38.1	20.0	11.9	.0136
Salt Lake	8,453,032	28,478	20.2	29.1	19.3	18.4	.2686
• Salt Lake City	1,946,451	20,427	27.5	25.7	12.8	12.6	.0762
Sandy	809,794	36,853	10.1	30.1	29.7	24.9	.0230
West Jordan	389,032	31,485	14.6	39.7	24.8	14.7	.0112
West Valley City	904,974	31,141	15.9	35.0	24.5	16.0	.0227
Weber	1,719,074	26,243	22.1	30.3	17.7	15.8	.0573
• Ogden	691,447	21,492	27.0	28.1	13.4	12.0	.0288
SUBURBAN TOTAL	9,381,836	30,699	18.0	31.6	21.7	19.1	.2788
OTHER COUNTIES							
Beaver	35,442	17,423	34.6	26.1	11.6	4.6	.0013
Box Elder	445,158	34,353	14.0	27.6	22.2	26.8	.0120
Cache	573,670	25,146	23.3	30.6	16.8	14.3	.0207
Carbon	230,513	30,481	18.3	28.2	23.4	16.9	.0066
Daggett	8,633	24,818	20.7	33.3	17.7	10.3	.0001

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
Duchesne	118,587	27,934	18.5	33.2	19.8	14.9	.0035
Emery	95,939	29,522	18.4	32.0	23.5	13.6	.0026
Garfield	23,882	14,321	36.6	24.5	6.0	1.9	.0008
Grand	63,894	22,607	25.7	31.8	16.8	7.5	.0020
Iron	163,570	20,506	29.9	31.1	12.6	7.6	.0061
Juab	38,040	17,483	35.3	32.0	6.1	4.1	.0014
Kane	44,868	20,235	28.3	29.9	13.9	6.9	.0016
Millard	84,103	20,012	28.4	28.7	13.2	8.2	.0029
Morgan	62,066	33,889	14.0	27.9	23.1	25.0	.0015
Piute	10,380	15,522	39.0	22.0	7.4	3.4	.0002
Rich	15,815	26,100	22.8	27.2	20.2	14.0	.0004
San Juan	67,100	16,624	31.0	29.3	7.1	3.0	.0024
Sanpete	112,735	17,685	28.5	27.5	11.0	5.8	.0038
Sevier	131,328	22,587	25.1	33.6	14.8	7.7	.0046
Summit	186,146	26,592	22.0	32.4	15.9	16.4	.0061
Tooele	312,148	31,969	16.1	30.5	24.3	19.0	.0084
Uintah	238,475	32,140	14.5	26.3	24.8	19.7	.0066
Wasatch	73,859	19,396	30.5	31.0	11.1	6.1	.0023
Washington	410,986	20,417	27.6	29.2	13.1	8.8	.0150
Wayne	21,643	23,067	22.7	26.7	17.4	12.4	.0005
TOTAL METRO COUNTIES	**14,124,018**	**27,413**	**21.5**	**30.0**	**18.9**	**16.4**	**.4553**
TOTAL STATE	**17,792,998**	**26,757**	**21.8**	**30.0**	**18.5**	**15.7**	**.5687**

Vermont

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
BURLINGTON	**138.7**	**.0553**	**30.5**	**15.8**	**19.0**	**22.2**	**19.2**	**51.1**
Chittenden	133.4	.0532	30.4	16.1	19.0	22.2	19.0	49.1
• Burlington	39.6	.0158	27.0	30.2	17.6	16.0	19.9	14.9
Grand Isle	5.3	.0021	34.4	7.3	16.9	23.9	25.0	2.0
SUBURBAN TOTAL	99.1	.0395	31.7	10.0	19.6	24.7	18.9	36.2
OTHER COUNTIES								
Addison	33.3	.0132	31.4	13.5	15.8	22.8	21.6	11.5
Bennington	36.1	.0144	35.0	9.5	15.2	21.2	28.8	13.7
Caledonia	28.1	.0112	33.6	9.6	14.8	22.0	25.9	10.5
Essex	6.5	.0026	36.1	6.7	15.0	22.1	29.5	2.4
Franklin	40.3	.0161	31.6	8.7	17.8	21.4	22.5	14.4
Lamoille	20.0	.0080	32.1	11.7	17.4	22.3	22.6	7.5
Orange	26.4	.0105	33.1	8.8	16.4	22.5	24.4	9.5
Orleans	24.1	.0096	34.3	8.1	14.4	22.1	26.8	8.9
Rutland	62.6	.0250	34.4	10.5	16.1	22.2	26.9	23.9
Washington	55.4	.0221	34.3	9.9	15.7	23.5	25.3	21.1
Windham	42.0	.0167	34.6	8.4	16.6	23.9	25.4	16.4
Windsor	54.5	.0217	36.1	7.1	16.1	23.5	28.4	21.7
TOTAL METRO COUNTIES	**138.7**	**.0553**	**30.5**	**15.8**	**19.0**	**22.2**	**19.2**	**51.1**
TOTAL STATE	**568.0**	**.2264**	**33.0**	**11.0**	**16.8**	**22.5**	**24.1**	**212.6**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
BURLINGTON	**1,203,789**	**269,939**	**143,804**	**107,007**	**64,428**	**206,928**	**30,632**
Chittenden	1,185,990	267,526	141,496	105,954	64,321	200,596	30,468
• Burlington	368,901	57,751	58,037	58,727	16,003	20,736	9,915
Grand Isle	17,799	2,413	2,308	1,053	107	6,332	164
SUBURBAN TOTAL	834,888	212,180	85,767	48,280	48,425	186,192	20,717
OTHER COUNTIES							
Addison	198,221	41,459	17,498	11,611	3,578	51,734	7,274
Bennington	428,712	85,704	38,779	22,031	20,074	76,019	9,540
Caledonia	184,431	49,342	14,970	12,573	8,916	40,060	4,677
Essex	10,824	3,894	2,860		92	867	
Franklin	263,646	73,281	15,672	12,869	10,532	62,578	8,700
Lamoille	142,781	37,540	20,148	7,997	3,382	12,645	5,892
Orange	126,575	39,828	12,373	1,418	2,116	15,575	3,580
Orleans	161,966	45,444	12,007	13,931	4,867	40,823	5,309
Rutland	552,233	110,927	59,617	40,289	23,710	135,701	16,741
Washington	452,661	102,943	36,073	35,270	20,486	95,845	10,747
Windham	406,048	91,[illegible]38	42,627	17,305	22,748	71,954	8,823
Windsor	380,110	87,713	42,803	13,393	14,204	119,878	6,121
TOTAL METRO COUNTIES	**1,203,789**	**269,939**	**143,804**	**107,007**	**61,428**	**206,928**	**30,632**
TOTAL STATE	**4,511,997**	**1,039,652**	**459,231**	**295,694**	**191,123**	**930,607**	**118,036**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BURLINGTON	**2,126,575**	**31,852**	**17.8**	**25.9**	**18.7**	**26.3**	**.0614**
Chittenden	2,057,324	32,109	17.7	25.7	18.7	26.7	.0597
• Burlington	538,963	24,633	23.5	26.7	13.9	18.5	.0170
Grand Isle	69,251	27,293	22.2	29.9	17.6	17.6	.0017
SUBURBAN TOTAL	1,587,612	35,194	15.5	25.5	20.7	29.6	.0444
OTHER COUNTIES							
Addison	394,775	26,153	22.4	31.5	17.0	15.8	.0115
Bennington	485,030	26,423	22.7	31.0	17.7	16.1	.0169
Caledonia	295,238	21,549	27.5	30.4	14.5	9.1	.0096
Essex	62,442	20,683	31.0	32.6	13.0	6.2	.0015
Franklin	444,104	23,656	24.5	28.8	16.5	12.9	.0140
Lamoille	230,924	23,917	24.3	32.5	14.4	11.7	.0073
Orange	309,525	24,989	25.2	31.7	16.9	13.3	.0086
Orleans	240,574	20,301	29.8	30.4	11.5	8.9	.0081
Rutland	768,242	25,062	24.2	30.3	17.3	13.2	.0251
Washington	686,146	24,770	24.3	30.0	16.9	13.9	.0218
Windham	534,849	24,323	25.5	28.6	15.9	14.5	.0177
Windsor	669,578	23,947	24.6	31.3	15.9	12.1	.0202
TOTAL METRO COUNTIES	**2,126,575**	**31,852**	**17.8**	**25.9**	**18.7**	**26.3**	**.0614**
TOTAL STATE	**7,248,002**	**25,717**	**23.2**	**29.4**	**16.7**	**16.2**	**.2237**

Virginia

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
CHARLOTTESVILLE	**132.6**	**.0529**	**31.3**	**16.4**	**18.6**	**20.5**	**22.6**	**49.3**
Albemarle	68.9	.0275	31.8	14.9	18.1	22.3	21.9	24.8
Charlottesville city	40.5	.0161	29.3	23.4	19.4	16.5	22.5	16.1
• Charlottesville	40.5	.0161	29.3	23.4	19.4	16.5	22.5	16.1
Fluvanna	12.7	.0051	34.4	8.5	17.1	21.2	27.8	4.6
Greene	10.5	.0042	32.6	8.4	18.9	23.3	22.2	3.8
SUBURBAN TOTAL	92.1	.0368	32.2	13.3	18.0	22.2	22.8	33.2
DANVILLE	**108.4**	**.0433**	**36.6**	**9.8**	**15.1**	**20.9**	**31.4**	**42.2**
Danville city	53.2	.0212	37.7	9.2	14.3	19.4	34.3	21.8
• Danville	53.2	.0212	37.7	9.2	14.3	19.4	34.3	21.8
Pittsylvania	55.2	.0221	35.6	8.7	15.8	22.4	28.6	20.4
SUBURBAN TOTAL	55.2	.0221	35.6	8.7	15.8	22.4	28.6	20.4

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
CHARLOTTESVILLE	**1,125,121**	**245,127**	**99,962**	**120,930**	**55,378**	**189,604**	**37,038**
Albemarle	224,314	38,943	16,618	51,664	6,379	12,548	2,842
Charlottesville city	858,167	187,482	81,031	68,699	48,068	172,054	33,585
• Charlottesville	858,167	187,482	81,031	68,699	48,068	172,054	33,585
Fluvanna	18,330	9,157	799	69	279	2,434	93
Greene	24,310	9,545	1,514	498	652	2,568	518
SUBURBAN TOTAL	266,954	57,645	18,931	52,231	7,310	17,550	3,453
DANVILLE	**692,645**	**164,433**	**56,382**	**103,038**	**31,922**	**144,099**	**36,559**
Danville city	583,956	122,791	48,997	98,202	29,698	130,727	30,061
• Danville	583,956	122,791	48,997	98,202	29,698	130,727	30,061
Pittsylvania	108,689	41,642	7,385	4,836	2,224	13,372	6,498
SUBURBAN TOTAL	108,689	41,642	7,385	4,836	2,224	13,372	6,498

METRO & COUNTY TOTALS

VA. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
LYNCHBURG	**142.3**	**.0567**	**34.0**	**12.8**	**15.3**	**20.4**	**28.1**	**52.9**
Amherst	28.6	.0114	35.1	10.8	15.4	22.7	27.5	9.8
Campbell	47.8	.0190	34.2	10.3	16.5	22.2	26.5	18.0
Lynchburg city	65.9	.0263	33.3	15.4	14.4	18.0	29.5	25.1
• Lynchburg	65.9	.0263	33.3	15.4	14.4	18.0	29.5	25.1
SUBURBAN TOTAL	76.4	.0304	34.5	10.5	16.1	22.4	26.9	27.8
NORFOLK–VIRGINIA BEACH–NEWPORT NEWS	**1,419.4**	**.5660**	**29.9**	**13.6**	**19.8**	**20.0**	**19.9**	**502.2**
Chesapeake city	156.7	.0625	31.2	9.4	18.7	22.9	20.1	53.6
Chesapeake	156.7	.0625	31.2	9.4	18.7	22.9	20.1	53.6
Gloucester	31.0	.0124	33.5	7.7	17.5	23.3	24.0	11.3
Hampton city	135.0	.0539	31.0	13.2	19.3	20.1	22.1	50.1
• Hampton	135.0	.0539	31.0	13.2	19.3	20.1	22.1	50.1
James City	36.2	.0144	34.4	9.0	17.5	23.0	26.0	13.5
Newport News city	171.6	.0684	29.8	12.2	21.2	18.9	20.0	64.6
• Newport News	171.6	.0684	29.8	12.2	21.2	18.9	20.0	64.6
Norfolk city	262.7	.1047	27.6	21.6	19.7	15.6	19.9	90.1
• Norfolk	262.7	.1047	27.6	21.6	19.7	15.6	19.9	90.1
Poquoson city	11.2	.0044	35.3	8.1	13.6	28.0	22.7	3.8
Poquoson	11.2	.0044	35.3	8.1	13.6	28.0	22.7	3.8
Portsmouth city	104.0	.0415	31.8	10.9	17.8	18.0	26.3	38.8
• Portsmouth	104.0	.0415	31.8	10.9	17.8	18.0	26.3	38.8
Suffolk city	52.6	.0209	33.7	8.6	16.3	20.8	27.1	18.7
• Suffolk	52.6	.0209	33.7	8.6	16.3	20.8	27.1	18.7
Virginia Beach city	403.4	.1609	29.1	12.8	22.0	21.5	15.5	139.3
• Virginia Beach	403.4	.1609	29.1	12.8	22.0	21.5	15.5	139.3
Williamsburg city	11.7	.0047	23.9	47.3	12.3	10.8	19.7	3.6
Williamsburg	11.7	.0047	23.9	47.3	12.3	10.8	19.7	3.6
York	43.3	.0173	32.8	8.4	15.7	26.0	20.5	14.8
SUBURBAN TOTAL	290.1	.1157	31.9	10.5	17.7	23.1	21.4	100.6
RICHMOND–PETERSBURG	**875.4**	**.3489**	**33.3**	**10.5**	**18.2**	**23.0**	**23.9**	**335.6**
Charles City	6.3	.0025	35.3	9.1	16.3	23.1	27.2	2.2
Chesterfield	214.7	.0856	31.7	8.7	17.9	26.9	17.2	75.4
Colonial Heights city	16.1	.0064	38.4	9.1	13.8	21.9	33.2	6.4
Colonial Heights	16.1	.0064	38.4	9.1	13.8	21.9	33.2	6.4
Dinwiddie	20.9	.0083	34.9	9.5	16.3	22.1	27.7	7.5
Goochland	14.4	.0057	36.1	8.1	18.6	25.1	26.8	5.0
Hanover	64.7	.0258	34.5	9.5	16.1	24.4	24.9	23.1
Henrico	221.1	.0881	33.9	9.7	19.2	22.7	25.3	90.5
Hopewell city	23.1	.0092	32.7	10.5	17.1	19.5	26.5	9.0
Hopewell	23.1	.0092	32.7	10.5	17.1	19.5	26.5	9.0
New Kent	10.7	.0043	34.7	7.9	17.3	26.4	23.1	3.8
Petersburg city	38.3	.0153	33.9	11.3	17.0	19.1	29.0	14.7
• Petersburg	38.3	.0153	33.9	11.3	17.0	19.1	29.0	14.7
Powhatan	15.6	.0062	33.7	9.3	20.1	26.0	21.5	4.8
Prince George	27.5	.0110	30.0	13.6	19.1	23.0	17.3	8.3
Richmond city	202.0	.0805	33.4	13.2	18.9	19.2	27.8	84.9
• Richmond	202.0	.0805	33.4	13.2	18.9	19.2	27.8	84.9
SUBURBAN TOTAL	635.1	.2531	33.2	9.4	18.1	24.4	22.4	236.0

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
LYNCHBURG	**1,047,844**	**227,454**	**94,273**	**165,479**	**49,827**	**175,965**	**49,349**
Amherst	122,483	41,129	12,387	15,803	2,209	15,002	5,609
Campbell	205,451	53,416	14,190	14,864	8,130	51,888	13,406
Lynchburg city	719,910	132,909	67,696	134,812	39,488	109,075	30,334
• Lynchburg	719,910	132,909	67,696	134,812	39,488	109,075	30,334
SUBURBAN TOTAL	327,934	94,545	26,577	30,667	10,339	66,890	19,015
NORFOLK–VIRGINIA BEACH–NEWPORT NEWS	**10,395,293**	**2,057,299**	**1,026,643**	**1,211,872**	**581,037**	**2,290,169**	**345,761**
Chesapeake city	1,004,659	196,888	76,069	116,519	23,793	296,825	36,199
Chesapeake	1,004,659	196,888	76,069	116,519	23,793	296,825	36,199
Gloucester	163,667	44,998	19,939	18,214	5,473	27,930	4,570
Hampton city	1,365,298	179,380	92,428	142,593	72,114	260,623	44,388
• Hampton	1,365,298	179,380	92,428	142,593	72,114	260,623	44,388
James City	193,296	18,303	9,617		84,456	12,450	240
Newport News city	1,250,481	225,701	92,181	169,016	47,587	367,444	32,003
• Newport News	1,250,481	225,701	92,181	169,016	47,587	367,444	32,003
Norfolk city	2,000,561	381,123	218,413	357,900	107,600	402,935	79,772
• Norfolk	2,000,561	381,123	218,413	357,900	107,600	402,935	79,772
Poquoson city	26,985	15,195	1,810		128	3,053	1,275
Poquoson	26,985	15,195	1,810		128	3,053	1,275
Portsmouth city	665,377	191,453	53,649	71,976	22,533	162,669	30,695
• Portsmouth	665,377	191,453	53,649	71,976	22,533	162,669	30,695
Suffolk city	277,944	59,029	17,473	16,986	7,176	54,538	11,672
• Suffolk	277,944	59,029	17,473	16,986	7,176	54,538	11,672
Virginia Beach city	2,924,811	613,566	331,337	280,528	172,801	656,813	84,975
• Virginia Beach	2,924,811	613,566	331,337	280,528	172,801	656,813	84,975
Williamsburg city	376,271	76,474	96,088	19,340	32,701	36,209	10,373
Williamsburg	376,271	76,474	96,088	19,340	32,701	36,209	10,373
York	145,943	55,189	17,639	18,800	4,675	8,680	9,599
SUBURBAN TOTAL	1,910,821	407,047	221,162	172,873	151,226	385,147	62,256
RICHMOND–PETERSBURG	**7,095,761**	**1,405,103**	**628,719**	**859,147**	**353,305**	**1,563,169**	**261,697**
Charles City	5,294	1,013	1,938	1,033	108	247	
Chesterfield	1,584,635	238,839	127,555	195,883	68,089	468,117	39,975
Colonial Heights city	138,744	40,115	13,778	19,218	5,229	17,563	8,490
Colonial Heights	138,744	40,115	13,778	19,218	5,229	17,563	8,490
Dinwiddie	24,496	12,116	2,930	33	538	2,459	858
Goochland	42,936	13,351	1,443	2,829	4,152	12,006	2,014
Hanover	407,358	100,777	32,815	29,081	28,824	54,708	16,740
Henrico	1,901,637	389,611	155,472	434,001	103,500	273,049	69,174
Hopewell city	170,278	42,324	20,645	26,397	2,916	18,586	8,975
Hopewell	170,278	42,324	20,645	26,397	2,916	18,586	8,975
New Kent	27,537	9,344	1,054	1,513	20	4,308	2,366
Petersburg city	506,656	107,022	32,605	86,643	17,189	109,968	17,511
• Petersburg	506,656	107,022	32,605	86,643	17,189	109,968	17,511
Powhatan	37,016	16,303	1,484	272	439	12,738	2,352
Prince George	40,130	3,953	9,120		191	15,378	
Richmond city	2,209,044	430,335	227,880	62,244	122,110	574,042	93,242
• Richmond	2,209,044	430,335	227,880	62,244	122,110	574,042	93,242
SUBURBAN TOTAL	4,380,061	867,746	368,234	710,260	214,006	879,159	150,944

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POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ROANOKE	**224.8**	**.0896**	**36.5**	**9.5**	**15.9**	**22.4**	**30.0**	**89.8**
Botetourt	25.2	.0100	36.9	8.2	15.1	25.1	28.2	9.2
Roanoke	79.7	.0318	37.3	8.7	14.5	25.1	29.1	30.5
Roanoke city	96.0	.0383	35.4	9.7	17.6	19.9	30.6	40.9
• Roanoke	96.0	.0383	35.4	9.7	17.6	19.9	30.6	40.9
Salem city	23.9	.0095	37.3	12.2	14.5	21.0	32.5	9.2
Salem	23.9	.0095	37.3	12.2	14.5	21.0	32.5	9.2
SUBURBAN TOTAL	128.8	.0513	37.3	9.3	14.6	24.4	29.5	48.9
OTHER COUNTIES								
Accomack	31.8	.0127	37.9	8.1	14.1	19.5	34.5	12.7
☐ Alexandria city	111.4	.0444	33.7	11.3	26.8	24.8	21.6	53.4
Alexandria	111.4	.0444	33.7	11.3	26.8	24.8	21.6	53.4
Alleghany	13.0	.0052	37.2	8.3	13.8	23.5	30.1	4.9
Amelia	8.8	.0035	34.7	8.5	15.8	21.3	28.1	3.1
Appomattox	12.3	.0049	35.9	8.9	14.7	21.3	30.1	4.5
☐ Arlington	171.3	.0683	34.0	11.9	25.3	24.7	22.7	78.7
• Arlington	171.3	.0683	34.0	11.9	25.3	24.7	22.7	78.7
Augusta	55.2	.0220	35.0	8.7	16.6	23.8	26.2	20.0
Bath	4.7	.0019	39.0	9.4	13.8	20.9	34.4	1.9
Bedford	46.5	.0185	35.8	8.0	16.7	23.9	27.4	17.6
Bedford city	6.1	.0024	40.6	7.8	14.6	16.5	40.0	2.5
Bedford	6.1	.0024	40.6	7.8	14.6	16.5	40.0	2.5
Bland	6.5	.0026	36.7	8.6	16.2	23.8	29.1	2.2
☐ Bristol city	18.3	.0073	37.9	10.2	14.3	19.2	34.6	7.5
• Bristol	18.3	.0073	37.9	10.2	14.3	19.2	34.6	7.5
Brunswick	16.0	.0064	34.2	12.1	14.8	19.7	29.2	5.5
Buchanan	30.8	.0123	32.2	10.1	17.0	22.7	22.5	10.9
Buckingham	13.0	.0052	35.2	8.9	17.0	21.3	29.0	4.4
Buena Vista city	6.4	.0026	36.7	12.6	13.1	20.5	31.9	2.4
Buena Vista	6.4	.0026	36.7	12.6	13.1	20.5	31.9	2.4
Caroline	19.4	.0078	33.3	9.8	16.9	21.4	25.7	6.7
Carroll	26.5	.0105	38.0	9.0	14.3	21.6	32.8	10.4
Charlotte	11.7	.0047	36.7	9.5	13.5	18.4	33.6	4.3
Clarke	12.3	.0049	36.6	8.3	16.1	22.9	29.7	4.3
Clifton Forge city	4.6	.0018	41.1	7.8	13.4	17.2	40.1	1.9
Clifton Forge	4.6	.0018	41.1	7.8	13.4	17.2	40.1	1.9
Covington city	6.9	.0028	39.6	9.7	14.2	18.7	37.0	3.0
Covington	6.9	.0028	39.6	9.7	14.2	18.7	37.0	3.0
Craig	4.4	.0018	36.5	8.5	15.8	23.0	29.5	1.7

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ROANOKE	**2,177,387**	**367,504**	**183,251**	**277,194**	**109,577**	**491,388**	**72,888**
Botetourt	82,577	22,823	1,886	244	322	9,264	730
Roanoke	368,113	100,868	42,556	22,683	22,891	34,394	12,260
Roanoke city	1,239,507	165,609	107,179	233,933	71,596	246,511	42,763
• Roanoke	1,239,507	165,609	107,179	233,933	71,596	246,511	42,763
Salem city	487,190	78,204	31,630	20,334	14,768	201,219	17,135
Salem	487,190	78,204	31,630	20,334	14,768	201,219	17,135
SUBURBAN TOTAL	937,880	201,895	76,072	43,261	37,981	244,877	30,125
OTHER COUNTIES							
Accomack	173,233	61,440	16,840	16,551	3,938	15,582	6,323
☐ Alexandria city	1,461,402	191,763	182,408	180,137	61,611	269,860	39,502
Alexandria	1,461,402	191,763	182,408	180,137	61,611	269,860	39,502
Alleghany	13,689	3,015	1,478	1,297	168	5,465	
Amelia	20,928	7,469	883	1,220	512	4,093	2,110
Appomattox	48,420	17,025	3,650	916	1,556	6,326	2,725
☐ Arlington	1,376,967	211,322	237,131	109,386	41,273	414,236	56,428
• Arlington	1,376,967	211,322	237,131	109,386	41,273	414,236	56,428
Augusta	215,673	35,881	14,921	5,601	2,500	70,085	4,872
Bath	16,782	3,782	1,743	1,290	216	533	112
Bedford	42,364	11,092	3,488	90	1,282	6,282	1,556
Bedford city	111,661	33,649	6,910	5,504	4,042	14,918	7,725
Bedford	111,661	33,649	6,910	5,504	4,042	14,918	7,725
Bland	21,026	2,914	503		132	10,495	
☐ Bristol city	238,132	49,749	17,859	21,613	15,463	42,466	9,194
• Bristol	238,132	49,749	17,859	21,613	15,463	42,466	9,194
Brunswick	45,982	15,300	3,217	2,337	1,768	11,808	2,474
Buchanan	133,685	60,039	5,669	5,947	5,727	22,822	11,764
Buckingham	35,623	10,463	1,551	2,151	561	12,055	837
Buena Vista city	41,106	15,916	2,632	935	195	5,387	473
Buena Vista	41,106	15,916	2,632	935	195	5,387	473
Caroline	49,776	20,513	3,450	555	605	5,905	1,362
Carroll	75,210	29,173	3,787	2,194	1,775	11,300	3,953
Charlotte	26,238	11,443	860	167	195	4,585	2,411
Clarke	23,622	8,319	2,660	1,234	820	1,278	650
Clifton Forge city	29,009	11,958	3,249	375	116	2,793	3,839
Clifton Forge	29,009	11,958	3,249	375	116	2,793	3,839
Covington city	145,770	29,627	9,298	24,685	6,639	45,643	5,841
Covington	145,770	29,627	9,298	24,685	6,639	45,643	5,841
Craig	4,162	2,880	329		60	189	244

Richmond,Virginia-Jewel on the James

	Rank
Median Household EBI	33
Suburban EBI	46
Households with $550,000 +EBI	48
Suburban Population	50
Total Retail Sales	57
Total EBI	54

S&MM, Aug. 1990

These qualitative rankings show that the Richmond-Petersburg market is much stronger than its 61st population position would indicate.

Richmond Times-Dispatch
THE RICHMOND NEWS LEADER
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METRO & COUNTY TOTALS

VA. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Culpeper	28.3	.0113	33.1	9.3	17.4	21.4	25.2	9.9	177,286	42,713	16,852	24,267	7,768	30,925	8,602
Cumberland	7.8	.0031	35.4	8.7	14.4	20.0	30.5	2.8	30,058	12,349	867	209	879	5,195	248
Dickenson	17.4	.0069	34.0	9.0	14.9	21.8	26.8	6.4	60,966	21,366	3,198	9,904	1,346	9,153	5,110
Emporia city	5.3	.0021	37.6	8.2	13.8	17.3	35.8	2.0	106,576	23,795	9,637	4,515	3,203	21,072	6,798
Emporia	5.3	.0021	37.6	8.2	13.8	17.3	35.8	2.0	106,576	23,795	9,637	4,515	3,203	21,072	6,798
Essex	8.7	.0035	37.7	8.0	14.5	20.2	33.7	3.3	96,592	25,749	7,829	7,328	4,052	13,000	[illegible]775
☐ Fairfax	838.4	.3343	33.2	9.7	19.2	27.4	19.2	299.6	7,158,930	1,424,952	681,387	1,002,930	542,181	1,384,623	23[illegible]820
☐ Fairfax city	19.6	.0078	33.9	13.2	19.8	21.8	25.9	7.4	844,233	82,039	74,084	40,687	60,009	373,613	41,399
Fairfax	19.6	.0078	33.9	13.2	19.8	21.8	25.9	7.4	844,233	82,039	74,084	40,687	60,009	373,613	41,399
☐ Falls Church city	9.6	.0038	37.9	7.2	17.4	27.2	28.6	4.2	284,742	42,814	23,102	2,273	19,895	122,524	11,717
Falls Church	9.6	.0038	37.9	7.2	17.4	27.2	28.6	4.2	284,742	42,814	23,102	2,273	19,895	122,524	11,717
Fauquier	50.0	.0199	33.2	8.6	17.8	24.5	22.3	[illegible]	293,359	101,452	26,298	16,897	5,269	46,905	9,508
Floyd	12.1	.0048	38.0	8.4	14.0	22.5	32.1	4.8	39,666	10,198	1,563	1,324	1,461	15,170	103
Franklin	39.9	.0159	35.3	11.4	15.2	22.1	28.2	14.8	146,331	39,146	9,997	12,602	6,558	25,437	7,221
Franklin city	7.9	.0032	35.0	8.2	14.8	19.7	30.4	3.0	95,105	28,178	5,450	11,788	5,306	19,638	5,790
Franklin	7.9	.0032	35.0	8.2	14.8	19.7	30.4	3.0	95,105	28,178	5,450	11,788	5,306	19,638	5,790
Frederick	46.7	.0186	33.0	8.8	18.0	23.3	23.1	16.8	147,963	31,255	15,008	10,040	5,122	33,591	1,494
Fredericksburg city	19.5	.0078	29.7	22.8	17.6	16.0	24.6	7.7	553,998	109,570	77,036	80,097	18,170	92,272	13,441
Fredericksburg	19.5	.0078	29.7	22.8	17.6	16.0	24.6	7.7	553,998	109,570	77,036	80,097	18,170	92,272	13,441
Galax city	6.7	.0026	39.6	8.8	13.7	18.9	37.0	2.8	128,253	24,196	8,771	27,211	6,484	18,952	7,579
Galax	6.7	.0026	39.6	8.8	13.7	18.9	37.0	2.8	128,253	24,196	8,771	27,211	6,484	18,952	7,579
Giles	16.3	.0065	38.1	9.3	13.9	22.1	32.5	6.4	95,280	32,604	7,016	5,334	2,826	18,275	6,588
Grayson	16.3	.0065	38.2	8.7	14.0	21.1	33.5	6.5	22,428	11,082	960	1,211	1,747	3,460	309
Greensville	8.8	.0035	35.0	9.1	13.5	20.5	29.5	3.1	7,063	521	630	281		66	
Halifax	29.0	.0116	37.0	8.6	13.9	21.1	31.9	10.7	63,583	30,243	2,053	2,643	2,300	4,534	2,507
Harrisonburg city	31.0	.0123	24.5	36.5	13.9	14.2	19.3	10.4	449,769	71,098	37,146	87,608	37,869	83,253	18,016
Harrisonburg	31.0	.0123	24.5	36.5	13.9	14.2	19.3	10.4	449,769	71,098	37,146	87,608	37,869	83,253	18,016
Henry	57.2	.0228	35.4	9.9	16.1	22.1	28.4	21.9	217,352	65,882	16,533	5,102	4,953	40,856	15,102
Highland	2.6	.0011	40.6	5.7	14.2	21.9	36.8	1.1	6,816	1,741	321	129	145	208	
Isle of Wight	25.4	.0101	33.7	8.4	17.6	22.4	25.4	9.2	92,925	35,428	6,076	4,615	830	11,989	5,923
King and Queen	6.3	.0026	35.4	9.0	15.0	20.5	30.2	2.3	5,733	1,637	631	42		3,095	
King George	13.7	.0054	31.5	9.6	18.7	21.9	21.5	4.8	36,995	15,833	4,239	231	281	4,112	823
King William	11.0	.0044	34.2	8.3	16.1	22.8	25.9	3.9	74,125	16,740	2,356	1,087	6,132	29,196	3,771
Lancaster	11.0	.0044	45.5	5.8	11.1	17.7	44.9	4.6	90,569	31,045	5,425	3,144	6,251	18,769	3,401
Lee	24.4	.0097	35.6	8.7	14.4	20.8	30.1	9.2	85,817	38,309	5,115	4,665	1,306	12,392	5,684
Lexington city	6.9	.0028	24.4	40.9	7.9	12.6	26.3	2.1	102,537	20,527	15,715	10,024	3,768	10,405	5,651
Lexington	6.9	.0028	24.4	40.9	7.9	12.6	26.3	2.1	102,537	20,527	15,715	10,024	3,768	10,405	5,651
☐ Loudoun	88.6	.0353	31.6	8.9	21.0	26.0	16.9	31.4	689,958	156,690	68,263	29,681	25,061	176,579	20,078
Louisa	20.5	.0082	34.9	8.4	16.4	21.4	28.5	7.5	51,554	17,525	2,697	6,175	825	6,345	1,005
Lunenburg	11.4	.0046	37.4	7.4	13.0	20.8	32.7	4.4	41,636	14,040	2,056	1,669	827	5,034	3,856
Madison	12.1	.0048	35.8	8.0	15.4	21.3	29.9	4.2	40,023	7,935	2,076	729	845	5,198	1,062
☐ Manassas city	29.0	.0115	29.1	11.7	23.5	23.0	13.1	9.8	647,342	152,081	27,595	38,013	31,996	258,198	21,207
Manassas	29.0	.0115	29.1	11.7	23.5	23.0	13.1	9.8	647,342	152,081	27,595	38,013	31,996	258,198	21,207
☐ Manassas Park city	6.8	.0027	27.9	11.4	25.3	18.3	13.7	2.2	7,503	2,288	225	1,209	224	431	756
Manassas Park	6.8	.0027	27.9	11.4	25.3	18.3	13.7	2.2	7,503	2,288	225	1,209	224	431	756
Martinsville city	16.1	.0065	38.5	8.1	14.5	19.6	35.3	6.8	284,044	40,809	17,882	55,592	14,107	45,425	12,870
Martinsville	16.1	.0065	38.5	8.1	14.5	19.6	35.3	6.8	284,044	40,809	17,882	55,592	14,107	45,425	12,870
Mathews	8.4	.0033	43.1	7.1	11.7	20.3	40.6	3.6	24,397	7,182	1,573	453	1,290	3,564	1,463
Mecklenburg	29.3	.0117	37.6	8.2	14.5	19.9	33.8	11.3	184,298	47,707	16,038	15,581	7,382	34,027	9,353
Middlesex	8.7	.0035	42.9	6.2	13.2	19.8	40.2	3.5	39,743	16,223	2,637	819	1,862	6,280	2,739
Montgomery	74.5	.0297	25.7	30.4	16.1	17.3	17.7	26.5	556,019	113,332	49,655	57,313	23,259	159,687	11,755
Nelson	12.8	.0051	37.2	7.6	14.5	22.4	31.2	4.8	66,445	15,883	947	2,435	409	31,361	1,547
Northampton	13.0	.0051	37.9	7.0	13.8	17.5	36.1	5.1	59,437	23,445	4,903	2,690	998	5,053	7,101
Northumberland	10.6	.0043	45.4	6.0	11.8	17.6	44.5	4.5	36,821	13,014	1,626	1,490	635	3,447	1,115
Norton city	4.2	.0017	34.0	10.0	15.4	20.2	28.2	1.7	69,968	8,099	6,650	9,375	2,002	14,907	5,536
Norton	4.2	.0017	34.0	10.0	15.4	20.2	28.2	1.7	69,968	8,099	6,650	9,375	2,002	14,907	5,536
Nottoway	15.0	.0059	37.0	8.6	16.1	20.0	32.8	5.2	88,928	27,335	4,929	8,819	2,885	23,780	5,682
Orange	21.8	.0087	36.5	8.1	15.2	20.9	31.3	8.1	108,481	25,155	6,992	6,328	4,025	27,419	8,417
Page	21.9	.0088	36.4	8.9	15.3	21.5	30.6	8.1	161,959	31,432	5,708	8,427	3,358	89,790	3,982
Patrick	17.5	.0069	38.1	8.9	14.3	21.7	32.8	6.9	61,470	18,635	3,075	7,309	751	12,626	4,474
Prince Edward	17.4	.0069	28.8	24.3	11.9	15.9	26.7	5.4	142,032	39,490	17,986	17,072	10,907	23,977	7,250
☐ Prince William	223.0	.0889	29.0	10.8	21.1	25.3	12.1	72.1	1,549,532	326,530	151,377	123,786	144,255	314,764	36,966
Pulaski	34.5	.0137	36.7	10.1	14.7	22.6	30.1	13.4	159,337	45,802	17,079	9,581	4,002	34,499	9,019
Radford city	16.0	.0064	23.5	46.8	9.9	12.5	17.3	5.2	123,451	24,292	11,879	11,782	8,276	29,335	5,545
Radford	16.0	.0064	23.5	46.8	9.9	12.5	17.3	5.2	123,451	24,292	11,879	11,782	8,276	29,335	5,545
Rappahannock	6.7	.0027	37.5	7.7	14.9	25.0	29.3	2.5	16,397	4,822	1,996	45	544	272	
Richmond	7.3	.0029	38.2	8.1	14.3	19.2	35.2	2.7	56,272	14,932	1,998	12,417	2,625	5,024	5,986
Rockbridge	18.4	.0073	36.8	9.3	15.0	21.4	31.3	7.2	77,169	6,046	4,044	2,320	592	4,430	750
Rockingham	58.0	.0232	34.6	10.1	15.9	21.8	27.5	20.9	149,411	47,439	10,362	3,034	7,251	24,881	7,674
Russell	28.4	.011[illegible]	34.7	9.2	16.1	22.5	27.0	10.5	111,817	33,111	7,516	8,387	3,724	14,119	8,884
☐ Scott	23.1	.0092	38.2	9.3	13.9	21.3	33.3	8.9	112,301	50,675	6,097	2,899	2,352	15,450	6,803
Shenandoah	32.0	.0128	37.6	8.8	15.1	21.1	32.7	12.6	195,294	41,028	16,944	7,473	4,994	41,204	7,324
Smyth	32.3	.0128	36.7	9.7	14.7	20.9	31.6	12.2	178,999	48,930	8,422	18,589	4,088	32,218	10,689
Southampton	17.5	.0070	34.0	10.9	17.3	19.5	28.7	6.0	39,055	17,813	920	456	786	10,670	1,302

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
South Boston city	6.9	.0028	38.5	8.7	12.6	20.2	34.8	2.8
South Boston	6.9	.0028	38.5	8.7	12.6	20.2	34.8	2.8
Spotsylvania	59.1	.0236	30.7	8.8	18.6	24.0	18.0	19.5
☐ Stafford	63.3	.0252	30.1	11.0	18.0	24.9	16.2	20.1
Staunton city	24.6	.0098	37.1	10.2	16.0	20.8	32.2	9.5
Staunton	24.6	.0098	37.1	10.2	16.0	20.8	32.2	9.5
Surry	6.2	.0025	34.5	8.5	15.8	20.5	28.7	2.3
Sussex	10.2	.0040	35.4	9.8	14.7	19.5	31.0	3.8
Tazewell	45.6	.0182	35.6	8.9	14.6	22.5	28.5	17.2
Warren	26.6	.0106	34.1	9.3	17.4	21.3	27.2	10.1
☐ Washington	46.0	.0184	37.0	9.9	14.6	22.7	30.3	17.5
Waynesboro city	18.6	.0074	36.6	9.1	15.5	19.8	32.3	7.6
Waynesboro	18.6	.0074	36.6	9.1	15.5	19.8	32.3	7.6
Westmoreland	15.6	.0062	38.7	7.9	13.7	19.4	35.6	6.1
Winchester city	22.3	.0089	34.0	12.2	17.8	19.4	28.9	9.2
Winchester	22.3	.0089	34.0	12.2	17.8	19.4	28.9	9.2
Wise	39.2	.0156	34.0	10.2	14.6	21.3	27.2	14.4
Wythe	25.5	.0102	36.4	9.6	14.7	21.5	30.7	9.9
TOTAL METRO COUNTIES	4,551.3	1.8145	32.1	11.5	19.3	22.9	21.6	1,684.8
TOTAL STATE	6,265.1	2.4980	32.7	11.4	18.2	22.4	23.4	2,320.3

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
South Boston city	113,431	15,908	12,299	20,081	5,379	19,033	7,763
South Boston	113,431	15,908	12,299	20,081	5,379	19,033	7,763
Spotsylvania	234,363	16,170	4,667	64,848	19,928	70,585	842
☐ Stafford	308,287	71,527	36,852	8,666	12,792	55,315	10,725
Staunton city	255,385	48,119	25,966	61,304	11,168	35,982	12,369
Staunton	255,385	48,119	25,966	61,304	11,168	35,982	12,369
Surry	12,030	7,068	1,560		306	1,171	65
Sussex	54,378	18,334	4,764	635	3,381	7,302	2,429
Tazewell	399,769	139,823	17,268	36,692	8,378	99,798	18,791
Warren	177,749	41,815	14,258	21,724	5,081	35,375	5,193
☐ Washington	181,224	55,796	15,207	16,044	8,241	40,481	6,519
Waynesboro city	204,679	48,574	19,126	18,144	15,476	57,459	9,626
Waynesboro	204,679	48,574	19,126	18,144	15,476	57,459	9,626
Westmoreland	60,465	18,219	5,760	2,108	128	17,172	2,658
Winchester city	519,511	96,222	48,433	107,418	28,823	112,657	21,951
Winchester	519,511	96,222	48,433	107,418	28,823	112,657	21,951
Wise	257,359	103,296	11,527	33,534	3,360	46,531	16,703
Wythe	162,686	31,451	12,496	9,424	4,218	33,260	7,483
TOTAL METRO COUNTIES	37,394,604	7,285,146	3,611,017	4,314,984	2,146,399	8,322,934	1,302,406
TOTAL STATE	47,471,970	9,856,156	4,391,571	5,372,603	2,532,107	10,383,295	1,756,374

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
CHARLOTTESVILLE	1,793,704	26,585	21.2	26.2	17.8	18.6	.0547
Albemarle	1,075,437	31,767	17.9	25.9	18.9	25.9	.0246
Charlottesville city	448,961	20,169	26.6	26.0	14.8	9.6	.0238
• Charlottesville	448,961	20,169	26.6	26.0	14.8	9.6	.0238
Fluvanna	139,656	22,915	24.9	27.0	17.0	13.1	.0033
Greene	129,650	29,438	16.0	28.3	23.8	15.9	.0030
SUBURBAN TOTAL	1,344,743	30,124	18.6	26.4	19.2	23.0	.0309
DANVILLE	1,237,974	22,606	24.2	27.7	16.8	11.7	.0378
Danville city	637,318	21,844	24.5	25.9	15.0	12.8	.0230
• Danville	637,318	21,844	24.5	25.9	15.0	12.8	.0230
Pittsylvania	600,656	23,339	23.8	29.7	17.1	10.6	.0148
SUBURBAN TOTAL	600,656	23,339	23.8	29.7	17.1	10.6	.0148
LYNCHBURG	1,769,024	26,113	21.7	28.8	17.7	16.4	.0541
Amherst	313,810	26,543	21.6	31.2	19.8	13.3	.0088
Campbell	603,292	27,475	20.1	29.7	20.0	16.4	.0158
Lynchburg city	851,922	24,883	22.9	27.2	15.2	17.6	.0295
• Lynchburg	851,922	24,883	22.9	27.2	15.2	17.6	.0295
SUBURBAN TOTAL	917,102	27,154	20.6	30.2	19.9	15.3	.0246
NORFOLK–VIRGINIA BEACH–NEWPORT NEWS	18,355,870	27,790	20.3	27.1	18.6	19.5	.5479
Chesapeake city	1,915,629	30,112	17.6	28.6	21.5	19.4	.0566
Chesapeake	1,915,629	30,112	17.6	28.6	21.5	19.4	.0566
Gloucester	313,546	22,676	24.3	30.4	15.8	9.8	.0096
Hampton city	1,811,178	28,412	20.7	27.2	18.9	20.0	.0594
• Hampton	1,811,178	28,412	20.7	27.2	18.9	20.0	.0594
James City	473,603	27,740	21.1	27.0	18.0	19.6	.0128

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Newport News city	2,059,665	24,430	23.3	28.3	17.3	13.9	.0638
• Newport News	2,059,665	24,430	23.3	28.3	17.3	13.9	.0638
Norfolk city	3,045,510	21,294	26.4	25.9	14.0	12.8	.0978
• Norfolk	3,045,510	21,294	26.4	25.9	14.0	12.8	.0978
Poquoson city	152,150	36,254	14.4	23.7	25.5	26.6	.0035
Poquoson	152,150	36,254	14.4	23.7	25.5	26.6	.0035
Portsmouth city	1,231,384	24,209	22.4	26.6	16.2	15.8	.0368
• Portsmouth	1,231,384	24,209	22.4	26.6	16.2	15.8	.0368
Suffolk city	630,217	26,232	20.3	25.5	18.3	18.1	.0178
• Suffolk	630,217	26,232	20.3	25.5	18.3	18.1	.0178
Virginia Beach city	5,928,066	34,191	15.8	26.7	21.9	26.7	.1655
• Virginia Beach	5,928,066	34,191	15.8	26.7	21.9	26.7	.1655
Williamsburg city	141,061	23,744	26.3	25.8	11.3	20.5	.0092
Williamsburg	141,061	23,744	26.3	25.8	11.3	20.5	.0092
York	653,861	36,563	14.7	25.3	21.2	31.0	.0151
SUBURBAN TOTAL	3,649,850	29,681	18.6	27.9	20.1	20.4	.1068
RICHMOND–PETERSBURG	13,307,646	32,135	17.0	25.6	20.7	24.5	.3778
Charles City	71,622	26,604	20.1	30.9	17.2	16.0	.0016
Chesterfield	3,371,438	38,999	11.8	24.3	25.7	31.8	.0917
Colonial Heights city	223,339	30,618	18.3	29.1	22.8	18.2	.0067
Colonial Heights	223,339	30,618	18.3	29.1	22.8	18.2	.0067
Dinwiddie	278,388	29,960	19.3	24.8	20.3	21.0	.0060
Goochland	202,269	30,316	17.0	24.9	19.0	22.6	.0048
Hanover	989,673	36,902	14.6	21.6	23.5	29.7	.0262
Henrico	3,862,840	35,050	15.3	25.2	22.3	27.8	.1043
Hopewell city	325,293	30,549	17.9	25.1	20.5	21.8	.0093
Hopewell	325,293	30,549	17.9	25.1	20.5	21.8	.0093

METRO & COUNTY TOTALS

VA. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
New Kent	147,843	33,638	12.5	27.1	24.4	23.3	.0034
Petersburg city	383,362	18,969	27.2	26.6	12.0	9.0	.0170
• Petersburg	383,362	18,969	27.2	26.6	12.0	9.0	.0170
Powhatan	194,166	34,685	14.4	23.9	24.1	25.3	.0046
Prince George	354,577	30,081	19.5	29.8	20.4	21.0	.0080
Richmond city	2,902,836	24,324	22.0	26.0	15.3	17.5	.0942
• Richmond	2,902,836	24,324	22.0	26.0	15.3	17.5	.0942
SUBURBAN TOTAL	10,021,448	35,703	14.6	25.2	23.2	28.0	.2666
ROANOKE	**2,982,855**	**25,557**	**22.4**	**27.5**	**18.3**	**15.4**	**.0968**
Botetourt	283,106	25,085	23.5	28.6	18.7	12.4	.0074
Roanoke	1,196,129	32,544	16.6	28.5	23.0	22.2	.0297
Roanoke city	1,189,609	21,116	26.1	26.2	14.9	11.2	.0452
• Roanoke	1,189,609	21,116	26.1	26.2	14.9	11.2	.0452
Salem city	314,011	24,532	24.8	29.1	17.5	14.1	.0145
Salem	314,011	24,532	24.8	29.1	17.5	14.1	.0145
SUBURBAN TOTAL	1,793,246	29,657	19.4	28.6	21.2	18.8	.0516
OTHER COUNTIES							
Accomack	344,010	18,677	27.5	23.4	11.3	12.0	.0103
☐ Alexandria city	2,763,066	40,194	11.3	24.0	19.4	38.2	.0727
Alexandria	2,763,066	40,194	11.3	24.0	19.4	38.2	.0727
Alleghany	184,450	30,829	16.4	26.3	20.6	23.0	.0038
Amelia	90,296	23,500	24.6	29.7	17.0	11.4	.0024
Appomattox	131,803	23,898	22.8	30.7	16.5	11.4	.0037
☐ Arlington	3,964,787	38,897	13.5	24.0	17.3	38.0	.0932
• Arlington	3,964,787	38,897	13.5	24.0	17.3	38.0	.0932
Augusta	709,986	27,636	20.2	29.2	18.5	16.5	.0182
Bath	55,204	18,528	30.5	20.0	13.9	12.2	.0013
Bedford	558,991	26,141	21.4	31.0	18.8	14.0	.0124
Bedford city	71,638	21,286	24.7	26.0	14.3	12.6	.0033
Bedford	71,638	21,286	24.7	26.0	14.3	12.6	.0033
Bland	56,003	21,934	23.6	36.2	13.4	5.6	.0018
☐ Bristol city	208,013	21,169	22.4	27.3	13.7	11.4	.0085
• Bristol	208,013	21,169	22.4	27.3	13.7	11.4	.0085
Brunswick	137,235	17,951	31.4	24.6	12.1	7.9	.0039
Buchanan	325,044	24,398	21.5	30.2	16.9	11.7	.0093
Buckingham	103,718	17,748	29.0	26.9	10.6	7.0	.0031
Buena Vista city	66,783	23,261	24.8	35.7	17.0	7.2	.0021
Buena Vista	66,783	23,261	24.8	35.7	17.0	7.2	.0021
Caroline	215,720	25,386	25.1	27.0	17.2	16.1	.0056
Carroll	267,254	20,456	26.5	30.5	13.1	7.5	.0071
Charlotte	108,851	19,073	25.4	26.0	13.8	8.2	.0029
Clarke	176,820	30,172	16.6	28.6	16.6	25.1	.0038
Clifton Forge city	53,049	20,732	24.4	24.0	15.0	12.6	.0017
Clifton Forge	53,049	20,732	24.4	24.0	15.0	12.6	.0017
Covington city	71,785	19,299	29.1	29.2	13.7	5.5	.0040
Covington	71,785	19,299	29.1	29.2	13.7	5.5	.0040
Craig	53,110	26,758	22.3	29.0	22.8	11.7	.0013
Culpeper	397,317	31,222	17.3	23.9	19.0	25.4	.0109
Cumberland	64,915	17,573	28.6	26.3	9.3	7.9	.0020
Dickenson	155,480	19,632	25.7	31.7	11.5	5.9	.0047
Emporia city	52,899	19,215	29.9	26.8	11.2	9.5	.0029
Emporia	52,899	19,215	29.9	26.8	11.2	9.5	.0029
Essex	85,322	19,766	27.7	29.1	11.7	8.6	.0035
☐ Fairfax	18,826,707	55,139	7.2	15.8	17.4	55.8	.4547
☐ Fairfax city	473,530	54,219	7.0	17.3	17.4	54.2	.0224
Fairfax	473,530	54,219	7.0	17.3	17.4	54.2	.0224
☐ Falls Church city	243,451	47,139	9.5	19.2	19.8	47.3	.0090
Falls Church	243,451	47,139	9.5	19.2	19.8	47.3	.0090
Fauquier	693,443	32,509	18.1	23.6	18.9	27.2	.0188
Floyd	130,922	21,722	24.2	28.4	15.9	9.1	.0034
Franklin	435,812	23,620	24.8	31.6	16.1	10.7	.0119
Franklin city	87,790	21,203	24.0	25.3	11.0	16.1	.0034
Franklin	87,790	21,203	24.0	25.3	11.0	16.1	.0034
Frederick	390,139	29,130	19.4	28.4	22.0	17.6	.0145
Fredericksburg city	252,898	23,682	22.8	28.0	14.3	16.4	.0145
Fredericksburg	252,898	23,682	22.8	28.0	14.3	16.4	.0145
Galax city	75,496	17,990	34.4	26.3	11.3	6.2	.0036
Galax	75,496	17,990	34.4	26.3	11.3	6.2	.0036
Giles	198,914	24,615	23.6	30.7	16.9	13.1	.0058
Grayson	191,094	22,124	26.5	31.0	14.7	9.3	.0045
Greensville	76,304	18,654	27.6	27.1	11.9	7.8	.0019
Halifax	309,401	22,784	23.4	28.8	16.9	10.9	.0078
Harrisonburg city	331,734	20,541	27.7	24.2	14.5	12.5	.0146
Harrisonburg	331,734	20,541	27.7	24.2	14.5	12.5	.0146
Henry	688,006	26,024	22.2	32.4	18.4	12.5	.0180
Highland	27,569	19,739	22.3	27.5	13.1	8.9	.0007
Isle of Wight	279,861	25,218	20.8	30.1	18.5	12.2	.0076
King and Queen	61,167	18,904	27.8	26.6	11.9	9.0	.0015
King George	170,372	29,192	19.6	23.5	19.0	22.5	.0042
King William	125,470	25,709	21.4	29.5	18.2	14.4	.0038
Lancaster	141,885	22,230	24.8	23.8	15.1	15.0	.0044
Lee	210,332	16,948	29.6	25.1	10.7	6.2	.0065
Lexington city	83,536	23,750	22.8	24.0	13.4	21.0	.0034
Lexington	83,536	23,750	22.8	24.0	13.4	21.0	.0034
☐ Loudoun	1,484,234	39,898	12.1	21.6	21.4	36.5	.0396
Louisa	169,419	17,876	27.4	29.5	9.6	5.4	.0050
Lunenburg	125,139	20,946	26.8	25.9	14.3	11.8	.0034
Madison	119,121	22,963	22.7	32.7	15.6	9.7	.0033
☐ Manassas city	406,253	36,984	13.8	25.4	27.5	26.2	.0188
Manassas	406,253	36,984	13.8	25.4	27.5	26.2	.0188
☐ Manassas Park city	81,873	33,864	11.4	34.0	28.8	17.9	.0018
Manassas Park	81,873	33,864	11.4	34.0	28.8	17.9	.0018
Martinsville city	231,252	24,715	22.6	27.2	14.3	18.5	.0094
Martinsville	231,252	24,715	22.6	27.2	14.3	18.5	.0094
Mathews	123,771	26,238	20.8	25.4	17.4	18.5	.0028
Mecklenburg	307,560	20,821	24.7	28.1	13.4	10.0	.0099
Middlesex	110,588	22,658	23.7	26.9	12.9	16.6	.0029
Montgomery	963,539	25,461	22.7	25.7	15.6	19.1	.0289
Nelson	162,003	24,410	22.5	23.7	16.8	17.7	.0044
Northampton	131,324	19,047	25.3	25.0	11.7	10.9	.0039
Northumberland	158,523	25,138	22.8	27.4	15.5	18.3	.0038
Norton city	49,280	19,806	26.3	26.2	9.4	14.0	.0021
Norton	49,280	19,806	26.3	26.2	9.4	14.0	.0021
Nottoway	151,511	22,330	24.0	27.7	15.7	11.4	.0047
Orange	265,647	24,865	22.9	26.4	16.7	17.3	.0074
Page	219,593	21,072	27.9	28.9	14.3	9.3	.0076
Patrick	209,754	23,664	24.8	27.1	19.2	10.7	.0054
Prince Edward	152,285	20,142	25.7	27.1	13.0	10.3	.0060
☐ Prince William	3,416,014	41,866	10.5	22.0	25.9	36.6	.0922
Pulaski	403,559	24,432	24.3	31.0	17.4	11.3	.0111
Radford city	190,880	24,854	24.9	26.2	15.3	16.9	.0062
Radford	190,880	24,854	24.9	26.2	15.3	16.9	.0062
Rappahannock	81,865	25,114	22.6	25.2	16.7	16.5	.0020
Richmond	78,527	22,741	22.9	27.9	15.4	12.3	.0026
Rockbridge	198,738	22,160	25.6	29.9	14.3	10.5	.0055
Rockingham	610,870	23,013	24.5	32.1	14.7	10.3	.0159
Russell	255,993	19,462	26.7	28.7	13.0	7.1	.0078
☐ Scott	266,371	22,622	23.4	24.5	14.8	15.9	.0075
Shenandoah	378,800	23,386	25.2	29.6	16.0	12.2	.0112
Smyth	389,768	24,637	23.7	31.4	17.0	12.5	.0110
Southampton	170,329	22,272	20.5	26.0	16.3	11.4	.0046
South Boston city	83,069	23,032	23.2	31.4	12.8	12.6	.0036
South Boston	83,069	23,032	23.2	31.4	12.8	12.6	.0036
Spotsylvania	732,428	31,997	16.4	28.6	24.4	19.7	.0190
☐ Stafford	874,083	36,615	14.9	24.3	24.3	28.7	.0226
Staunton city	307,887	24,601	23.1	28.6	17.6	14.2	.0106
Staunton	307,887	24,601	23.1	28.6	17.6	14.2	.0106
Surry	62,879	20,981	25.6	29.7	13.0	9.6	.0016
Sussex	111,638	23,077	21.7	27.8	14.5	12.9	.0033
Tazewell	432,868	19,932	27.6	30.3	12.8	6.7	.0165
Warren	258,222	20,455	27.8	30.2	14.6	6.4	.0088
☐ Washington	515,652	21,870	25.7	28.0	15.2	10.9	.0141
Waynesboro city	251,423	25,516	22.9	30.7	17.0	15.2	.0084
Waynesboro	251,423	25,516	22.9	30.7	17.0	15.2	.0084
Westmoreland	160,310	19,654	26.4	26.2	12.3	10.6	.0045
Winchester city	316,005	24,079	25.0	25.2	14.9	18.1	.0151
Winchester	316,005	24,079	25.0	25.2	14.9	18.1	.0151
Wise	428,010	23,823	23.5	27.9	17.3	11.9	.0135
Wythe	264,654	20,663	29.1	30.5	12.8	8.3	.0086
TOTAL METRO COUNTIES	**72,971,107**	**33,845**	**16.4**	**24.1**	**19.1**	**29.1**	**2.0262**
TOTAL STATE	**92,489,966**	**30,504**	**18.3**	**25.3**	**18.2**	**24.8**	**2.6093**

Washington

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
BELLINGHAM	**129.6**	**.0517**	**32.7**	**12.8**	**15.5**	**22.2**	**24.3**	**49.3**	**1,033,439**	**253,905**	**105,657**	**112,470**	**64,545**	**139,261**	**42,797**
Whatcom	129.6	.0517	32.7	12.8	15.5	22.2	24.3	49.3	1,033,439	253,905	105,657	112,470	64,545	139,261	42,797
• Bellingham	52.9	.0211	31.3	20.7	15.9	20.1	24.0	21.5	692,939	159,402	68,768	98,543	51,306	103,643	33,260
SUBURBAN TOTAL	76.7	.0306	33.7	7.4	15.3	23.6	24.4	27.8	340,500	94,503	36,889	13,927	13,239	35,618	9,537
BREMERTON	**194.2**	**.0774**	**31.8**	**10.5**	**16.7**	**22.9**	**21.8**	**71.0**	**1,108,383**	**264,685**	**101,851**	**121,844**	**64,493**	**172,104**	**65,367**
Kitsap	194.2	.0774	31.8	10.5	16.7	22.9	21.8	71.0	1,108,383	264,685	101,851	121,844	64,493	172,104	65,367
• Bremerton	39.0	.0155	28.7	18.7	19.1	15.5	22.4	15.0	442,524	74,961	47,560	72,527	28,893	96,680	29,058
SUBURBAN TOTAL	155.2	.0619	32.7	8.4	16.1	24.7	21.7	56.0	665,859	189,724	54,291	49,317	35,600	75,424	36,309
OLYMPIA	**164.5**	**.0656**	**33.7**	**9.1**	**15.8**	**24.3**	**23.7**	**63.4**	**1,137,793**	**265,360**	**116,022**	**114,568**	**63,912**	**198,281**	**48,906**
Thurston	164.5	.0656	33.7	9.1	15.8	24.3	23.7	63.4	1,137,793	265,360	116,022	114,568	63,912	198,281	48,906
• Olympia	34.5	.0138	35.1	10.2	16.9	23.9	26.3	15.2	672,182	118,387	62,144	69,969	39,757	169,244	22,681
SUBURBAN TOTAL	130.0	.0518	33.3	8.8	15.5	24.3	23.1	48.2	465,611	146,973	53,878	44,599	24,155	29,037	26,225
RICHLAND–KENNEWICK–PASCO	**150.3**	**.0600**	**31.2**	**8.7**	**16.2**	**21.5**	**22.3**	**54.5**	**1,077,127**	**260,959**	**104,019**	**134,877**	**39,447**	**237,517**	**63,887**
Benton	112.8	.0450	32.0	8.4	16.3	22.2	22.9	42.3	740,303	195,115	80,863	108,857	35,01[illegible]	88,092	51,481
• Kennewick	42.2	.0168	29.9	10.0	18.1	21.1	19.7	16.1	470,913	114,974	45,249	84,144	16,430	49,588	29,539
• Richland	32.4	.0129	34.9	7.8	15.7	22.2	27.6	13.2	209,373	56,242	30,637	23,480	15,981	25,256	18,464
Franklin	37.5	.0150	28.5	9.7	15.4	19.2	20.8	12.2	336,824	65,844	23,156	26,020	4,436	149,425	12,406
• Pasco	20.4	.0081	27.3	11.8	16.8	16.0	21.0	6.9	242,935	57,300	19,950	25,964	3,558	81,712	9,418
SUBURBAN TOTAL	55.3	.0222	31.7	7.1	14.9	23.3	21.7	18.3	153,906	32,443	8,183	1,289	3.478	80,961	6,466
SEATTLE	**2,006.7**	**.8001**	**33.4**	**9.6**	**19.6**	**24.2**	**22.6**	**801.2**	**17,680,635**	**3,457,251**	**2,105,344**	**1,897,298**	**1,095,020**	**3,023,520**	**727,741**
King	1,529.2	.6097	33.8	9.9	19.7	24.4	23.2	625.0	14,201,327	2,746,856	1,753,395	1,457,681	803,653	2,389,207	595,455
• Auburn	33.6	.0134	31.8	10.2	20.1	19.9	23.6	13.6	483,349	88,398	35,866	16,209	12,519	228,091	18,770
Bellevue	88.1	.0351	35.6	9.9	18.0	24.6	26.3	36.3	1,716,578	192,188	147,760	206,128	145,784	385,049	48,246
Kirkland	40.6	.0162	33.0	10.8	23.0	24.7	20.6	17.4	480,572	81,156	55,692	66,782	9,436	77,307	22,499
Renton	42.3	.0169	32.2	11.0	23.2	21.5	22.0	18.5	814,977	105,892	75,399	32,828	19,837	331,581	36,150
• Seattle	523.8	.2088	35.0	11.9	21.5	23.8	26.3	240.2	5,274,257	944,416	796,490	575,659	309,752	679,744	191,559
Snohomish	477.5	.1904	32.1	8.7	18.9	23.6	20.8	176.2	3,479,308	710,395	351,949	439,617	291,367	634,313	132,286
• Everett	71.7	.0286	31.7	11.0	20.5	19.7	23.6	29.4	918,813	188,159	103,196	131,901	51,569	196,346	31,117
SUBURBAN TOTAL	1,377.6	.5493	32.8	8.7	18.7	24.8	21.1	518.0	11,004,216	2,236,278	1,169,792	1,173,529	721,180	1,919,339	486,295
SEATTLE–TACOMA CONSOLIDATED AREA	***2,601.4***	***1.0372***	***32.9***	***10.0***	***19.3***	***23.5***	***22.5***	***1,019.1***	***21,747,359***	***4,250,845***	***2,538,950***	***2,440,348***	***1,312,152***	***3,872,597***	***884,618***
SPOKANE	**362.2**	**.1444**	**33.1**	**10.4**	**16.2**	**21.4**	**25.5**	**142.0**	**2,989,839**	**635,197**	**307,514**	**423,005**	**111,641**	**661,744**	**97,693**
Spokane	362.2	.1444	33.1	10.4	16.2	21.4	25.5	142.0	2,989,839	635,197	307,514	423,005	111,641	661,744	97,693
• Spokane	177.6	.0708	33.4	10.8	17.2	19.6	27.7	75.3	2,008,455	370,925	215,987	322,908	83,473	418,869	67,941
SUBURBAN TOTAL	184.6	.0736	32.6	10.0	15.3	23.1	23.2	66.7	981,384	264,272	91,527	100,097	28,168	242,875	29,752
TACOMA	**594.7**	**.2371**	**31.3**	**11.2**	**17.9**	**21.2**	**22.3**	**217.9**	**4,066,724**	**793,594**	**433,606**	**543,050**	**217,132**	**849,077**	**156,877**
Pierce	594.7	.2371	31.3	11.2	17.9	21.2	22.3	217.9	4,066,724	793,594	433,606	543,050	217,132	849,077	156,877
• Tacoma	179.2	.0714	31.9	11.0	18.4	19.5	24.8	70.9	1,870,393	261,371	202,856	309,690	116,922	438,289	60,121
SUBURBAN TOTAL	415.5	.1657	31.1	11.3	17.7	21.9	21.2	147.0	2,196,331	532,223	230,750	233,360	100,210	410,788	96,756

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Source: S&MM 1991 Survey of Buying Power; 1990 U.S. Census

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WASH. (cont.)

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
VANCOUVER	**242.3**	**.0966**	**32.8**	**8.6**	**16.4**	**23.8**	**22.6**	**90.0**	**1,328,128**	**318,993**	**156,191**	**173,628**	**58,277**	**231,465**	**65,506**
Clark	242.3	.0966	32.8	8.6	16.4	23.8	22.6	90.0	1,328,128	318,993	156,191	173,628	58,277	231,465	65,506
• Vancouver	47.2	.0188	33.4	11.1	18.4	19.1	27.9	20.5	388,104	62,184	59,032	22,631	26,897	101,967	23,168
SUBURBAN TOTAL	195.1	.0778	32.7	8.0	15.9	25.0	21.3	69.5	940,024	256,809	97,159	150,997	31,380	129,498	42,338
YAKIMA	**190.0**	**.0757**	**31.6**	**9.5**	**15.1**	**19.7**	**25.2**	**66.4**	**1,192,969**	**295,348**	**113,651**	**120,441**	**48,635**	**225,223**	**51,138**
Yakima	190.0	.0757	31.6	9.5	15.1	19.7	25.2	66.4	1,192,969	295,348	113,651	120,441	48,635	225,223	51,138
• Yakima	55.2	.0220	32.8	10.4	16.2	18.7	27.7	21.7	706,023	145,202	69,835	86,600	34,080	139,145	23,968
SUBURBAN TOTAL	134.8	.0537	31.0	9.2	14.8	20.1	24.0	44.7	486,946	150,146	43,816	33,841	14,555	86,078	27,170
OTHER COUNTIES															
Adams	13.6	.0054	30.6	7.9	14.0	19.7	24.1	4.6	49,229	15,503	10,488	327	1,133	4,292	5,424
Asotin	17.6	.0070	35.0	7.2	14.9	19.6	30.4	7.0	74,359	22,676	9,757		6,303	5,031	12,731
Chelan	52.6	.0209	35.2	7.9	15.0	21.2	29.1	20.8	444,037	91,388	48,764	34,100	16,718	86,224	24,510
Clallam	57.1	.0228	38.7	6.8	13.3	20.5	35.0	23.1	386,435	93,236	44,712	19,127	18,320	53,156	29,137
Columbia	4.0	.0016	39.3	6.1	12.5	21.5	34.9	1.6	9,879	3,926	846	500	187	155	1,055
Cowlitz	82.6	.0329	34.3	8.5	15.0	22.0	27.0	31.8	569,985	151,565	71,658	69,730	17,140	112,782	24,666
Douglas	26.5	.0106	33.5	8.1	15.2	22.4	25.3	9.8	157,088	66,471	20,307	10,743	4,225	12,990	2,729
Ferry	6.3	.0025	32.5	8.2	13.4	23.1	23.5	2.2	23,657	7,895	4,125		590	2,349	1,034
Garfield	2.2	.0008	41.2	3.5	11.1	20.0	39.3	.9	5,662	1,505	825		310	540	141
Grant	55.0	.0220	31.8	8.5	14.5	19.6	25.8	19.8	320,084	98,063	29,977	13,411	8,731	47,313	20,428
Grays Harbor	64.2	.0256	35.5	7.8	14.3	21.0	29.8	25.5	382,190	104,527	48,633	29,478	20,959	49,044	25,457
Island	61.6	.0245	32.4	10.8	17.9	19.5	25.9	22.3	253,315	74,931	31,576	1,738	13,929	38,611	9,131
Jefferson	20.5	.0082	41.2	5.0	11.6	23.7	37.0	8.8	93,253	31,470	12,469	3,189	2,668	3,325	3,757
Kittitas	26.9	.0108	30.4	21.5	13.0	19.2	24.9	10.5	180,612	48,479	26,500	8,897	5,210	21,329	3,409
Klickitat	16.6	.0066	34.6	6.8	14.4	22.7	26.7	6.2	47,121	16,919	4,506	727	1,047	5,192	2,646
Lewis	59.7	.0238	35.0	7.8	13.7	20.5	29.5	22.6	413,065	110,730	50,270	36,876	12,568	66,689	25,134
Lincoln	8.8	.0035	39.9	4.3	12.1	20.8	36.2	3.6	29,426	11,963	2,903	631	589	4,743	2,782
Mason	39.0	.0155	37.2	7.3	14.1	21.2	32.1	14.8	162,045	62,619	19,671	4,466	8,015	17,501	6,245
Okanogan	33.5	.0134	35.1	7.1	13.9	21.8	28.4	12.7	195,846	70,547	12,643	5,384	2,406	20,568	9,602
Pacific	19.0	.0076	40.7	6.0	11.9	19.3	38.6	7.9	84,314	28,785	13,945	2,725	2,575	1,003	5,526
Pend Oreille	8.9	.0035	36.2	5.6	12.9	22.6	29.3	3.4	34,134	17,009	1,823	94	395	4,692	1,085
San Juan	10.3	.0041	42.6	3.7	11.0	26.5	38.2	4.5	68,971	22,497	13,453	2,505	1,659	1,875	1,548
Skagit	80.6	.0322	35.7	8.0	14.5	21.8	29.4	31.0	598,147	131,469	69,880	23,703	25,748	123,923	36,774
Skamania	8.3	.0033	33.6	6.6	15.9	23.7	24.0	3.1	11,412	5,455	1,265	801		209	393
Stevens	31.1	.0124	34.5	5.9	13.1	23.7	25.7	11.3	111,891	38,010	11,304	2,945	3,565	12,773	4,665
Wahkiakum	3.3	.0013	40.0	6.0	11.3	22.0	35.9	1.3	6,241	4,160	581	328		629	
Walla Walla	48.3	.0192	33.6	12.4	14.7	19.8	28.1	17.6	278,580	83,408	29,718	29,235	14,643	42,895	20,607
Whitman	38.6	.0154	24.6	34.0	14.3	15.3	18.2	13.5	155,604	49,088	18,761	1,621	3,795	25,753	11,604
TOTAL METRO COUNTIES	**4,034.5**	**1.6086**	**32.8**	**10.0**	**18.1**	**23.0**	**23.0**	**1,555.7**	**31,615,037**	**6,545,292**	**3,543,855**	**3,641,181**	**1,763,102**	**5,738,192**	**1,319,912**
TOTAL STATE	**4,931.2**	**1.9660**	**33.1**	**9.9**	**17.4**	**22.7**	**24.0**	**1,897.9**	**36,761,619**	**8,009,588**	**4,155,215**	**3,944,514**	**1,956,530**	**6,503,378**	**1,612,132**

TRYING TO REACH TACOMA WITH A SEATTLE PAPER IS LIKE TRYING TO REACH BUSH BY TALKING TO QUAYLE.

The Morning News Tribune

Represented by Sawyer-Ferguson-Walker, New York: 212-661-6262, San Francisco: 415-421-5707.

Circle No. 223 on Reader Service Card

WASH. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BELLINGHAM	**1,532,738**	**23,718**	**22.7**	**26.8**	**16.4**	**14.1**	**.0493**
Whatcom	1,532,738	23,718	22.7	26.8	16.4	14.1	.0493
• Bellingham	621,888	20,269	24.2	24.4	13.5	12.7	.0246
SUBURBAN TOTAL	910,850	26,417	21.6	28.5	18.6	15.2	.0247
BREMERTON	**2,564,922**	**29,428**	**19.6**	**27.4**	**19.9**	**19.9**	**.0705**
Kitsap	2,564,922	29,428	19.6	27.4	19.9	19.9	.0705
• Bremerton	482,565	22,997	24.4	27.6	15.3	13.4	.0174
SUBURBAN TOTAL	2,082,357	31,194	18.2	27.6	21.1	21.6	.0531
OLYMPIA	**2,181,693**	**27,829**	**20.8**	**26.2**	**18.8**	**19.3**	**.0631**
Thurston	2,181,693	27,829	20.8	26.2	18.8	19.3	.0631
• Olympia	498,438	24,097	22.1	24.9	13.8	19.0	.0210
SUBURBAN TOTAL	1,683,255	29,075	20.4	26.7	20.3	19.4	.0421
RICHLAND–KENNEWICK–PASCO	**2,193,945**	**35,037**	**14.8**	**23.8**	**22.1**	**27.9**	**.0612**
Benton	1,756,869	36,516	13.9	23.4	23.0	29.6	.0464
• Kennewick	617,902	33,467	15.6	25.1	22.5	24.8	.0200
• Richland	600,758	41,126	12.0	20.7	22.1	37.0	.0146
Franklin	437,076	29,554	17.8	25.2	19.5	21.9	.0148
• Pasco	217,281	26,000	19.6	25.6	18.7	16.3	.0088
SUBURBAN TOTAL	758,004	35,878	14.2	24.1	23.4	28.4	.0178
SEATTLE	**36,002,961**	**36,423**	**14.8**	**21.8**	**19.8**	**32.4**	**.9681**
King	28,908,469	37,190	14.7	21.1	19.0	34.0	.7708
• Auburn	539,526	33,517	15.6	24.7	20.9	26.7	.0184
Bellevue	2,034,034	45,434	11.9	19.7	17.4	45.4	.0646
Kirkland	842,160	37,923	14.9	23.8	20.5	34.0	.0233
Renton	771,191	36,087	14.8	21.5	20.7	30.8	.0279
• Seattle	9,590,706	28,953	19.1	23.3	16.5	25.2	.2664
Snohomish	7,094,492	34,308	15.6	24.5	21.7	27.0	.1973
• Everett	985,606	26,059	20.2	25.0	17.4	18.3	.0351
SUBURBAN TOTAL	24,887,123	40,003	12.6	20.8	21.3	36.7	.6482
SEATTLE-TACOMA CONSOLIDATED AREA	***42,860,605***	***33,421***	***16.5***	***23.1***	***19.2***	***28.5***	***1.1810***
SPOKANE	**4,298,036**	**23,479**	**22.8**	**27.4**	**16.2**	**13.4**	**.1399**
Spokane	4,298,036	23,479	22.8	27.4	16.2	13.4	.1399
• Spokane	2,072,105	20,483	24.6	26.5	13.8	10.7	.0771
SUBURBAN TOTAL	2,225,931	27,181	20.8	28.4	18.9	16.4	.0628
TACOMA	**6,857,644**	**24,514**	**22.8**	**27.5**	**17.3**	**14.0**	**.2129**
Pierce	6,857,644	24,514	22.8	27.5	17.3	14.0	.2129
• Tacoma	1,922,666	20,746	23.8	26.1	15.1	10.5	.0728
SUBURBAN TOTAL	4,934,978	26,345	22.3	28.2	18.3	15.7	.1401

EFFECTIVE BUYING INCOME

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
VANCOUVER	**3,145,290**	**29,622**	**18.2**	**27.2**	**20.1**	**19.8**	**.0863**
Clark	3,145,290	29,622	18.2	27.2	20.1	19.8	.0863
• Vancouver	595,874	21,243	24.3	24.8	13.7	13.9	.0187
SUBURBAN TOTAL	2,549,416	31,725	16.5	27.8	21.9	21.6	.0676
YAKIMA	**1,938,205**	**21,806**	**24.3**	**26.4**	**15.4**	**12.1**	**.0627**
Yakima	1,938,205	21,806	24.3	26.4	15.4	12.1	.0627
• Yakima	614,457	20,531	25.0	24.7	14.1	12.3	.0249
SUBURBAN TOTAL	1,323,748	22,427	24.0	27.2	16.0	12.0	.0378
OTHER COUNTIES							
Adams	160,687	28,566	18.4	28.6	20.5	17.9	.0040
Asotin	222,150	25,096	22.0	23.0	19.0	16.7	.0058
Chelan	637,773	22,987	24.5	25.9	15.7	14.5	.0207
Clallam	677,575	23,165	25.0	28.7	15.9	11.9	.0207
Columbia	50,274	25,000	21.6	27.0	18.7	13.9	.0012
Cowlitz	1,040,016	27,828	18.3	27.0	20.6	16.2	.0309
Douglas	307,585	25,503	22.7	26.5	18.7	15.6	.0091
Ferry	72,583	26,977	18.3	26.9	20.0	16.1	.0020
Garfield	29,445	26,222	21.5	28.6	18.2	16.7	.0006
Grant	582,423	23,745	23.2	28.5	16.0	13.6	.0182
Grays Harbor	898,702	28,491	18.8	24.0	18.7	21.4	.0242
Island	804,577	26,498	24.4	28.0	16.6	18.6	.0206
Jefferson	280,670	23,596	23.5	26.6	16.1	15.1	.0072
Kittitas	256,881	17,120	26.5	24.6	11.2	7.6	.0088
Klickitat	218,642	28,427	21.3	24.7	20.3	19.8	.0052
Lewis	692,768	23,711	22.3	26.0	16.4	15.2	.0215
Lincoln	143,261	30,708	18.2	28.6	18.4	23.8	.0032
Mason	471,332	24,960	22.7	28.3	17.0	15.5	.0126
Okanogan	385,388	22,931	23.6	24.4	16.7	14.3	.0115
Pacific	225,204	20,833	25.1	24.9	15.1	11.9	.0061
Pend Oreille	85,428	19,117	26.0	24.9	14.7	8.9	.0024
San Juan	156,531	25,620	21.3	28.6	16.0	17.3	.0042
Skagit	956,090	24,050	22.7	27.4	16.1	14.3	.0301
Skamania	64,810	17,608	31.7	31.1	7.5	2.9	.0017
Stevens	329,603	23,057	23.2	27.7	16.5	12.4	.0091
Wahkiakum	35,050	21,893	20.0	32.4	13.2	8.2	.0010
Walla Walla	561,577	23,939	22.3	26.5	16.5	15.1	.0164
Whitman	472,542	23,963	24.5	24.7	15.2	18.0	.0125
TOTAL METRO COUNTIES	**60,715,434**	**30,866**	**18.0**	**24.3**	**18.8**	**24.7**	**1.7140**
TOTAL STATE	**71,535,001**	**29,612**	**18.8**	**24.7**	**18.5**	**23.0**	**2.0255**

West Virginia

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
CHARLESTON	**249.2**	**.0994**	**36.4**	**8.4**	**15.4**	**22.2**	**30.1**	**99.8**
Kanawha	206.0	.0822	36.9	8.5	15.2	21.7	31.3	84.0
• Charleston	56.8	.0226	37.8	8.2	15.6	20.8	33.5	25.1
Putnam	43.2	.0172	34.3	8.1	16.2	23.9	25.0	15.8
SUBURBAN TOTAL	192.4	.0768	36.0	8.4	15.3	22.5	29.2	74.7
HUNTINGTON–ASHLAND	**310.7**	**.1239**	**35.5**	**10.2**	**14.4**	**21.0**	**29.7**	**119.0**
Cabell	95.9	.0383	36.0	12.5	14.0	19.8	31.6	38.8
• Huntington	54.3	.0216	37.0	14.9	13.1	17.6	34.8	23.2
Wayne	41.2	.0165	35.5	9.4	14.0	21.5	29.3	15.5
Boyd, Ky.	*50.8*	*.0202*	*36.7*	*8.4*	*15.4*	*21.6*	*31.0*	*19.7*
• Ashland	*23.5*	*.0094*	*39.5*	*7.8*	*14.1*	*18.6*	*37.3*	*10.1*
Carter, Ky.	*24.3*	*.0096*	*33.1*	*11.3*	*14.6*	*20.6*	*26.6*	*8.7*

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
CHARLESTON	**1,851,453**	**397,314**	**173,755**	**282,848**	**75,468**	**437,061**	**80,995**
Kanawha	1,645,124	343,607	152,886	271,345	68,796	378,524	73,477
• Charleston	823,249	107,802	83,186	203,027	40,566	157,399	30,226
Putnam	206,329	53,707	20,869	11,503	6,672	58,537	7,518
SUBURBAN TOTAL	1,028,204	289,512	90,569	79,821	34,902	279,662	50,769
HUNTINGTON–ASHLAND	**1,901,247**	**389,482**	**161,561**	**328,312**	**84,699**	**392,389**	**84,073**
Cabell	872,333	155,729	83,641	184,216	42,403	174,009	32,918
• Huntington	520,964	96,648	62,263	90,036	26,694	96,775	24,841
Wayne	104,212	35,250	8,159	15,815	4,421	7,939	3,981
Boyd, Ky.	*471,809*	*74,642*	*36,518*	*90,045*	*13,076*	*117,922*	*23,813*
• Ashland	*401,251*	*50,098*	*30,643*	*87,625*	*12,798*	*107,728*	*20,875*
Carter, Ky.	*102,001*	*18,058*	*7,463*	*13,846*	*6,731*	*18,277*	*4,871*

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Greenup, Ky.	36.7	.0147	35.7	8.7	14.4	23.0	28.0	13.4	107,865	36,045	7,782	4,370	6,152	25,264	5,916
Lawrence, Ohio	61.8	.0246	34.3	9.4	14.4	20.5	28.5	22.9	243,027	69,758	17,998	20,020	11,916	48,978	12,574
SUBURBAN TOTAL	232.9	.0929	34.8	9.4	14.7	22.0	27.8	85.7	979,052	242,736	68,655	150,651	45,207	187,886	38,357
PARKERSBURG–MARIETTA	148.4	.0592	35.6	9.0	14.9	21.7	29.2	57.5	1,073,448	210,287	85,950	200,429	46,600	245,343	36,374
Wood	86.3	.0344	36.2	8.6	14.9	22.0	29.8	33.9	723,311	122,324	59,028	167,732	30,805	167,706	24,750
• Parkersburg	33.6	.0134	38.6	8.7	14.3	19.6	35.4	14.4	469,705	94,389	43,559	66,333	12,977	147,737	18,377
Washington, Ohio	62.1	.0248	34.7	9.6	15.0	21.3	28.3	23.6	350,137	87,963	26,922	32,697	15,795	77,637	11,624
• *Marietta*	15.0	.0060	34.1	13.5	14.9	18.4	30.3	5.9	195,349	44,973	19,374	28,226	10,164	32,789	8,230
SUBURBAN TOTAL	99.8	.0398	34.9	8.4	15.2	22.9	26.9	37.2	408,394	70,925	23,017	105,870	23,459	64,817	9,767
STEUBENVILLE–WEIRTON	141.2	.0563	37.9	8.9	13.4	20.9	33.4	54.6	752,041	174,905	60,735	123,197	28,502	136,464	32,954
Brooke	26.7	.0106	37.5	10.6	12.7	21.3	32.6	10.0	105,167	31,100	12,719	8,279	7,365	23,731	6,488
Hancock	34.9	.0139	38.0	8.1	14.1	21.5	33.2	13.6	152,433	51,468	12,469	22,983	3,439	16,734	8,555
• Weirton	21.9	.0087	40.4	7.4	14.1	20.5	37.6	9.0	126,076	31,617	15,002	21,057	4,244	16,712	6,928
Jefferson, Ohio	79.6	.0318	37.9	8.7	13.3	20.5	33.7	31.0	494,441	92,337	35,547	91,935	17,698	95,999	17,911
• *Steubenville*	21.9	.0087	38.9	10.5	12.9	17.5	37.4	8.9	289,617	36,090	21,670	63,610	14,054	56,317	11,484
SUBURBAN TOTAL	97.4	.0389	37.1	8.9	13.3	21.7	31.6	36.7	336,348	107,198	24,063	38,530	10,204	63,435	14,542
WHEELING	157.8	.0629	37.7	8.7	13.7	20.7	33.5	62.3	1,011,542	232,785	96,687	170,437	48,242	173,180	41,384
Marshall	37.1	.0148	36.8	8.5	14.1	22.1	30.6	14.0	189,363	63,918	16,560	31,128	6,225	31,118	8,897
Ohio	50.3	.0200	38.0	10.2	13.3	20.0	34.4	20.4	329,420	63,603	41,555	26,358	16,803	70,483	14,362
• Wheeling	34.5	.0138	40.2	8.6	13.1	19.2	38.0	14.9	273,286	58,129	37,582	26,266	15,727	60,291	10,257
Belmont, Ohio	70.4	.0281	38.1	7.8	13.7	20.3	34.4	27.9	492,759	105,264	38,572	112,951	25,214	71,579	18,125
SUBURBAN TOTAL	123.3	.0491	37.1	8.8	13.8	21.1	32.2	47.4	738,256	174,656	59,105	144,171	32,515	112,889	31,127
OTHER COUNTIES															
Barbour	15.6	.0063	35.1	10.7	13.7	20.1	30.0	5.8	51,116	18,287	4,070	3,251	436	9,581	3,080
Berkeley	60.3	.0240	33.3	9.5	17.2	21.6	25.4	22.8	348,106	79,063	28,657	42,418	10,659	52,147	10,478
Boone	25.4	.0101	34.6	8.8	14.5	22.6	26.8	9.5	112,769	41,121	4,031	12,815	2,636	18,506	8,913
Braxton	12.9	.0052	36.6	7.9	13.6	20.6	31.9	4.9	99,611	23,964	4,146	5,360	375	18,434	5,185
Calhoun	7.8	.0031	35.7	7.6	14.1	20.9	30.2	2.9	23,984	11,272	1,281	1,364	838	1,750	2,245
Clay	9.9	.0039	32.9	8.8	14.0	20.4	26.7	3.6	20,284	9,683	587	1,078	794	2,818	1,615
Doddridge	6.9	.0028	35.6	7.6	14.7	19.9	30.9	2.6	7,022	2,619	184		434	599	184
Fayette	47.1	.0187	36.4	9.4	13.0	20.3	31.9	18.0	207,934	56,830	13,897	32,270	8,195	37,233	19,449
Gilmer	7.6	.0031	33.3	15.4	13.4	17.6	30.2	2.7	18,209	9,452	895	339	310	3,493	1,616
Grant	10.4	.0041	35.8	9.0	14.2	22.3	29.0	3.9	41,213	11,212	2,427	1,230	2,389	7,806	603
Greenbrier	34.4	.0137	37.5	8.0	14.3	21.3	32.4	13.7	201,642	50,820	13,810	21,092	6,966	37,931	10,689
Hampshire	16.7	.0067	34.6	9.3	14.4	21.0	28.5	6.3	51,302	11,409	3,889	1,909	381	11,018	3,685
Hardy	11.1	.0044	36.2	8.8	15.5	20.5	31.3	4.3	36,491	15,619	1,814	2,805	283	4,519	1,950
Harrison	68.8	.0275	37.0	8.4	14.0	20.2	32.7	26.8	558,571	108,637	41,859	104,007	21,050	108,882	22,036
Jackson	25.9	.0103	35.8	8.2	14.4	20.6	30.6	9.6	120,454	34,268	9,652	5,498	2,537	27,385	6,431
Jefferson	36.5	.0145	32.7	12.0	15.7	22.1	24.4	13.1	147,247	44,679	20,545	7,154	3,488	21,167	4,891
Lewis	17.0	.0068	36.7	8.6	14.6	20.9	31.7	6.5	75,563	27,189	5,973	11,167	2,711	8,272	4,538
Lincoln	21.2	.0084	33.5	9.4	14.8	20.9	26.8	7.6	44,541	16,699	1,166	10,110	454	1,438	2,881
Logan	42.4	.0169	33.9	9.2	14.4	21.5	26.9	15.2	233,544	61,239	11,504	29,711	6,216	47,012	19,679
McDowell	33.9	.0135	34.1	8.2	14.1	19.9	28.7	12.4	116,816	44,427	6,087	13,211	4,487	17,287	11,806
Marion	56.6	.0226	37.5	10.6	13.0	20.5	33.1	22.4	326,626	67,383	20,963	56,389	8,700	61,486	17,323
Mason	25.1	.0100	36.0	7.8	14.7	21.3	30.2	9.6	77,173	26,596	5,859	3,668	1,353	4,867	9,341
Mercer	64.2	.0256	36.6	10.0	13.5	20.9	31.4	25.1	438,491	80,119	31,898	101,533	13,905	95,385	17,418
☐ Mineral	26.7	.0106	35.5	10.5	13.5	21.2	29.5	10.0	82,918	23,468	8,953	4,525	5,031	17,865	4,367
Mingo	33.3	.0133	30.9	10.0	15.9	20.6	22.9	11.7	131,993	24,860	6,411	14,380	11,748	23,530	10,036
Monongalia	75.5	.0301	29.4	22.7	15.8	19.1	22.0	29.1	476,136	105,656	46,048	54,702	20,926	92,639	20,897
Monroe	12.4	.0050	37.6	8.7	12.8	21.2	32.7	4.7	19,128	6,981	355	1,330	133	4,061	1,913
Morgan	12.3	.0049	38.3	8.3	14.0	20.7	34.0	4.8	34,350	9,116	1,356	1,085	2,595	3,328	2,756
Nicholas	26.6	.0106	34.8	8.5	14.2	21.3	28.4	9.9	154,574	36,624	11,647	16,969	3,570	40,814	9,222
Pendleton	8.1	.0033	36.8	8.4	14.8	20.0	32.6	3.1	21,594	7,052	905	855	426	5,106	548
Pleasants	7.5	.0029	35.1	8.6	15.6	21.3	28.8	2.8	31,761	11,876	1,460	383	52	12,163	1,880
Pocahontas	8.9	.0036	38.6	7.4	14.0	20.4	34.9	3.6	37,327	13,783	1,177	1,849	837	9,175	383
Preston	28.9	.0115	34.6	8.5	14.7	21.1	28.4	10.6	108,133	29,770	6,104	13,069	1,823	30,227	3,653
Raleigh	75.6	.0302	36.3	8.1	13.5	22.2	30.0	29.0	503,611	104,491	39,366	96,596	19,605	115,041	26,956
Randolph	27.7	.0110	35.6	9.9	15.0	21.4	29.4	10.3	157,407	39,562	13,764	17,150	5,103	28,513	7,279
Ritchie	10.1	.0041	36.6	8.5	14.6	20.0	32.2	3.9	41,808	14,422	1,536	1,875	1,088	14,647	472
Roane	15.1	.0060	36.2	7.8	13.4	21.2	30.6	5.7	60,974	20,779	2,805	4,714	68	17,261	3,211
Summers	14.1	.0056	37.6	7.5	14.9	20.7	33.5	5.2	37,646	15,650	4,232	4,671	451	2,838	3,831
Taylor	15.0	.0060	35.8	8.5	14.7	20.8	30.5	5.7	47,166	20,262	2,953	3,079	2,380	6,629	2,831
Tucker	7.7	.0031	37.3	8.8	13.4	21.8	31.8	3.0	26,337	7,266	2,442	1,149	1,206	3,921	891
Tyler	9.7	.0038	36.5	8.4	13.7	20.8	31.4	3.7	27,484	11,586	850	190	593	6,173	2,519
Upshur	22.6	.0090	33.5	12.6	13.8	20.3	27.7	8.1	117,225	33,776	16,455	9,645	2,355	20,562	5,677
Webster	10.6	.0042	34.9	8.6	14.0	20.2	29.7	3.9	30,525	13,778	744	1,771	810	5,755	2,606
Wetzel	19.0	.0076	36.3	8.9	13.4	20.9	30.9	7.2	127,884	44,446	10,589	12,348	5,075	20,962	6,178
Wirt	5.2	.0020	34.5	8.0	15.9	20.1	29.2	1.9	8,331	4,052	207	967	91	1,309	214
Wyoming	28.4	.0114	33.5	8.8	14.6	22.3	25.5	10.3	89,071	31,150	3,996	10,070	3,399	9,798	8,594
TOTAL METRO COUNTIES	**648.3**	**.2585**	**36.5**	**9.4**	**14.5**	**21.5**	**30.8**	**256.0**	**4,410,610**	**944,174**	**416,839**	**743,884**	**191,960**	**946,646**	**185,313**
TOTAL STATE	**1,780.3**	**.7099**	**35.5**	**9.8**	**14.5**	**21.0**	**29.8**	**683.5**	**10,059,784**	**2,403,699**	**827,435**	**1,481,110**	**375,891**	**2,020,114**	**493,896**

W.VA. (cont.)

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
CHARLESTON	**3,224,716**	**25,647**	**21.0**	**27.9**	**17.8**	**15.0**	**.0968**
Kanawha	2,735,804	25,449	21.2	27.5	17.4	15.5	.0829
• Charleston	652,747	23,082	22.2	23.2	14.5	17.9	.0304
Putnam	488,912	26,583	19.2	31.1	20.1	12.1	.0139
SUBURBAN TOTAL	2,371,969	26,396	20.5	29.6	18.9	14.0	.0664
HUNTINGTON–ASHLAND	**3,266,105**	**20,583**	**23.6**	**26.8**	[illegible]	**9.7**	**.1031**
Cabell	1,046,712	19,352	26.0	25.5	[illegible]	9.7	.0371
• Huntington	593,456	17,044	[illegible]	23.6	10.8	9.0	.0215
Wayne	443,081	21,799	22.7	25.8	16.2	11.6	.0115
Boyd, Ky.	*572,655*	*21,976*	*21.9*	*26.2*	*16.6*	*10.7*	*.0200*
• *Ashland*	*289,032*	*19,749*	*23.2*	*24.1*	*14.0*	*11.3*	*.0127*
Carter, Ky.	*188,523*	*15,029*	*27.0*	*24.5*	*9.2*	*5.1*	*.0063*
Greenup, Ky.	*359,205*	*21,630*	*23.2*	*32.0*	*14.4*	*7.2*	*.0098*
Lawrence, Ohio	*655,929*	*22,769*	*21.8*	*27.7*	*16.8*	*10.8*	*.0184*
SUBURBAN TOTAL	2,383,617	21,731	23.0	27.9	15.9	9.7	.0689
PARKERSBURG–MARIETTA	**1,729,846**	**23,794**	**22.6**	**30.2**	**17.1**	**11.0**	**.0544**
Wood	1,020,691	23,933	22.3	29.4	17.0	11.7	.0334
• Parkersburg	388,008	20,155	25.1	27.4	13.5	9.5	.0160
Washington, Ohio	*709,155*	*23,621*	*23.2*	*31.0*	*17.3*	*10.0*	*.0210*
• *Marietta*	*163,619*	*19,685*	*27.0*	*27.9*	*11.9*	*9.4*	*.0068*
SUBURBAN TOTAL	1,178,219	25,813	21.1	31.5	19.3	11.8	.0316
STEUBENVILLE–WEIRTON	**1,690,701**	**25,730**	**20.2**	**27.7**	**23.5**	**12.0**	**.0478**
Brooke	282,880	24,564	22.1	31.8	18.9	7.8	.0079
Hancock	441,720	27,530	18.7	27.0	[illegible]	14.2	.0116
• Weirton	307,548	29,215	17.6	25.2	22.6	17.3	.0082
Jefferson, Ohio	*966,101*	*25,343*	*20.2*	*26.4*	*20.4*	*12.5*	*.0283*
• *Steubenville*	*270,720*	*21,467*	*20.9*	*22.4*	*16.9*	*13.3*	*.0104*
SUBURBAN TOTAL	1,112,433	25,872	20.6	29.6	20.9	10.4	.0292
WHEELING	**1,838,842**	**23,425**	**22.0**	**28.2**	**17.6**	**10.8**	**.0556**
Marshall	439,476	26,269	20.0	28.3	20.2	12.8	.0123
Ohio	592,624	20,995	23.6	26.3	15.1	10.8	.0180
• Wheeling	414,667	19,386	24.3	24.3	13.8	10.6	.0132
Belmont, Ohio	*806,742*	*23,744*	*21.8*	*29.5*	*18.1*	*9.9*	*.0253*
SUBURBAN TOTAL	1,424,175	24,604	21.3	29.3	18.8	10.9	.0424
OTHER COUNTIES							
Barbour	121,317	15,727	30.3	25.4	9.4	3.7	.0038
Berkeley	640,504	21,501	24.1	28.1	15.6	9.5	.0196
Boone	266,476	23,383	22.0	30.0	17.3	8.9	.0078
Braxton	117,372	17,371	26.5	23.9	13.1	7.0	.0044
Calhoun	59,778	14,592	30.5	23.6	8.3	4.1	.0019
Clay	80,451	16,806	26.0	25.8	10.8	5.0	.0022

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Doddridge	49,997	14,392	[illegible]	[illegible]	6.1	3.8	.0014
Fayette	437,304	17,907	[illegible]	[illegible]	12.4	6.4	.0135
Gilmer	54,576	13,947	30.5	24.8	5.0	3.8	.0017
Grant	94,685	18,105	28.0	25.4	13.1	6.5	.0028
Greenbrier	333,475	17,622	29.2	26.7	10.9	6.7	.0108
Hampshire	138,357	16,294	30.9	26.0	9.4	4.8	.0043
Hardy	94,942	16,984	29.5	27.8	10.5	3.6	.0027
Harrison	693,911	19,219	26.4	27.7	12.6	7.9	.0248
Jackson	266,880	23,401	19.0	29.1	17.9	9.4	.0079
Jefferson	371,405	21,736	27.1	30.1	15.1	9.1	.0106
Lewis	155,415	17,455	26.5	26.9	12.1	5.5	.0048
Lincoln	181,041	18,438	24.1	28.0	12.7	6.4	.0050
Logan	433,331	21,609	25.3	27.8	15.3	10.5	.0135
McDowell	279,008	16,490	29.8	25.3	11.5	4.9	.0087
Marion	652,682	22,385	23.8	27.4	16.3	11.7	.0192
Mason	234,814	19,318	25.8	29.5	12.3	6.6	.0066
Mercer	633,476	18,590	27.6	27.6	11.9	7.0	.0216
☐ Mineral	250,098	20,004	25.5	31.0	12.3	6.8	.0070
Mingo	265,960	16,283	26.0	25.1	11.1	5.6	.0086
Monongalia	880,304	20,498	25.3	23.4	13.8	13.9	.0266
Monroe	123,922	20,031	27.6	26.8	14.9	8.3	.0031
Morgan	120,245	18,026	27.1	27.1	12.3	5.9	.0031
Nicholas	296,434	22,754	24.3	26.4	16.5	12.7	.0090
Pendleton	62,775	15,179	34.8	25.8	7.5	2.8	.0018
Pleasants	72,514	20,912	22.9	32.2	13.1	6.8	.0022
Pocahontas	67,989	14,069	31.2	[illegible]	7.3	3.1	.0023
Preston	250,489	17,464	27.2	[illegible]	10.5	5.6	.0077
Raleigh	796,585	20,990	26.2	28.9	14.7	8.6	.0258
Randolph	253,809	17,723	28.6	27.6	10.3	6.1	.0084
Ritchie	76,263	14,414	31.5	23.1	8.1	[illegible]	.0026
Roane	132,330	17,030	28.7	27.5	10.4	[illegible]	.0041
Summers	124,946	16,103	28.2	24.5	10.7	6.6	.0034
Taylor	153,217	20,672	25.7	27.4	14.4	9.7	.0042
Tucker	57,101	14,067	31.2	24.4	7.3	2.4	.0020
Tyler	122,292	26,611	21.5	22.6	21.3	16.7	.0029
Upshur	198,981	18,670	26.5	28.9	12.2	5.8	.0065
Webster	89,736	16,939	29.2	25.3	11.5	5.7	.0027
Wetzel	178,075	20,091	21.8	28.5	16.1	5.5	.0061
Wirt	38,468	16,000	26.2	31.1	7.8	2.6	.0011
Wyoming	279,383	22,672	22.1	29.6	17.6	7.9	.0077
TOTAL METRO COUNTIES	**7,741,998**	**23,674**	**22.2**	**27.8**	**16.9**	**12.4**	**.2356**
TOTAL STATE	**18,775,013**	**20,694**	**24.9**	**27.3**	**14.6**	**9.6**	**.5771**

Wisconsin

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
APPLETON–OSHKOSH–NEENAH	**317.5**	**.1266**	**31.9**	**10.8**	**17.7**	**20.4**	**24.2**	**116.4**
Calumet	34.6	.0138	31.2	8.2	17.6	20.4	23.0	11.9
Outagamie	141.8	.0565	31.5	9.8	18.0	20.7	22.9	51.0
• Appleton	66.3	.0264	31.7	9.9	18.7	20.6	23.2	25.0
Winnebago	141.1	.0563	32.6	12.5	17.4	20.2	25.6	53.5
• Neenah	23.3	.0093	32.5	8.4	18.5	20.6	24.7	9.1
• Oshkosh	55.3	.0220	30.8	19.0	16.9	17.4	23.5	21.1
SUBURBAN TOTAL	172.6	.0689	32.3	8.9	17.4	21.3	24.0	61.2

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
APPLETON–OSHKOSH–NEENAH	**2,498,906**	**412,988**	**233,543**	**375,084**	**150,438**	**568,553**	**57,841**
Calumet	164,039	71,870	18,725	5,253	8,907	32,558	2,420
Outagamie	1,191,818	159,132	109,066	212,337	56,118	299,563	19,659
• Appleton	521,422	110,174	50,041	54,510	38,186	101,844	12,053
Winnebago	1,143,049	181,986	105,752	[illegible]	85,383	236,432	35,762
• Neenah	202,058	37,126	15,934	[illegible]	7,496	70,181	12,244
• Oshkosh	383,067	99,343	62,425	101,497	23,288	98,412	13,034
SUBURBAN TOTAL	1,190,359	166,145	105,143	204,162	81,438	298,116	20,510

POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
EAU CLAIRE	**138.2**	**.0551**	**31.6**	**13.4**	**15.2**	**19.9**	**24.9**	**50.6**	**1,078,933**	**197,098**	**165,431**	**159,649**	**47,868**	**215,952**	**22,003**
Chippewa	52.5	.0209	33.5	8.1	15.7	20.3	27.3	19.1	421,092	73,900	31,997	38,626	6,966	159,612	7,099
Eau Claire	85.7	.0342	30.4	17.0	14.8	19.7	23.4	31.5	657,841	123,198	74,434	121,023	40,902	56,340	14,904
• Eau Claire	57.2	.0228	28.6	21.2	15.1	17.9	22.5	21.2	579,904	116,340	68,401	120,031	36,353	35,631	10,179
SUBURBAN TOTAL	81.0	.0323	33.6	8.3	15.3	21.3	26.6	29.4	499,029	80,758	38,030	39,618	11,515	180,321	11,824
GREEN BAY	**196.2**	**.0783**	**31.5**	**10.9**	**18.2**	**21.2**	**22.4**	**72.9**	**1,749,640**	**274,797**	**160,043**	**332,519**	**120,123**	**364,318**	**26,240**
Brown	196.2	.0783	31.5	10.9	18.2	21.2	22.4	72.9	1,749,640	274,797	160,043	332,519	120,123	364,318	26,240
• Green Bay	97.3	.0388	31.6	11.1	19.3	19.6	23.9	38.7	1,056,174	200,587	97,391	180,965	76,875	173,023	20,380
SUBURBAN TOTAL	98.9	.0395	31.3	10.7	17.3	22.8	20.9	34.2	693,466	74,210	62,652	151,554	43,248	191,295	5,860
JANESVILLE-BELOIT	**139.3**	**.0556**	**33.1**	**9.6**	**16.2**	**20.6**	**26.3**	**52.2**	**1,099,829**	**228,760**	**102,317**	**147,869**	**50,102**	**247,023**	**37,995**
Rock	139.3	.0556	33.1	9.6	16.2	20.6	26.3	52.2	1,099,829	228,760	102,317	147,869	50,102	247,023	37,995
• Beloit	35.5	.0142	31.1	11.4	16.1	18.0	25.7	13.3	372,679	98,793	33,243	51,562	13,196	73,900	14,147
• Janesville	52.1	.0208	32.8	9.4	17.6	20.6	25.6	20.4	581,259	102,471	50,578	91,209	31,401	141,431	19,180
SUBURBAN TOTAL	51.7	.0206	34.9	8.6	14.7	22.3	27.5	18.5	145,891	27,496	18,496	5,098	5,505	31,692	4,668
KENOSHA	**129.0**	**.0515**	**32.6**	**10.1**	**17.0**	**20.4**	**25.5**	**47.3**	**740,516**	**122,714**	**81,077**	**69,485**	**32,504**	**108,423**	**19,484**
Kenosha	129.0	.0515	32.6	10.1	17.0	20.4	25.5	47.3	740,516	122,714	81,077	69,485	32,504	108,423	19,484
• Kenosha	80.9	.0323	31.9	10.6	17.6	19.0	25.6	30.1	531,317	94,962	61,015	33,956	30,265	79,221	14,780
SUBURBAN TOTAL	48.1	.0192	33.8	9.3	16.1	22.7	25.3	17.2	209,199	27,752	20,062	35,529	2,239	29,202	4,704
LA CROSSE	**98.4**	**.0393**	**31.2**	**15.2**	**16.0**	**19.5**	**24.4**	**36.9**	**841,963**	**119,114**	**93,234**	**147,326**	**50,827**	**194,665**	**19,219**
La Crosse	98.4	.0393	31.2	15.2	16.0	19.5	24.4	36.9	841,963	119,114	93,234	147,326	50,827	194,665	19,219
• La Crosse	51.3	.0205	29.8	21.9	15.5	15.2	26.8	20.1	681,590	82,935	76,010	131,161	37,459	159,727	15,315
SUBURBAN TOTAL	47.1	.0188	32.6	8.0	16.4	24.2	21.8	16.8	160,373	36,179	17,224	16,165	13,368	34,938	3,904
MADISON	**370.4**	**.1476**	**30.9**	**15.5**	**19.7**	**22.2**	**19.7**	**144.1**	**3,293,944**	**527,518**	**337,049**	**376,558**	**240,073**	**657,264**	**86,529**
Dane	370.4	.1476	30.9	15.5	19.7	22.2	19.7	144.1	3,293,944	527,518	337,049	376,558	240,073	657,264	86,529
• Madison	193.0	.0770	29.7	21.7	20.2	20.3	18.9	78.1	2,070,269	348,120	238,702	329,572	118,276	378,186	63,243
SUBURBAN TOTAL	177.4	.0706	32.3	8.7	19.1	24.3	20.6	66.0	1,223,675	179,398	98,347	46,986	121,797	279,078	23,286
MILWAUKEE	**1,436.8**	**.5730**	**32.8**	**10.0**	**17.4**	**20.7**	**25.4**	**539.4**	**11,214,996**	**1,976,948**	**1,165,879**	**1,389,902**	**749,819**	**2,341,837**	**471,092**
Milwaukee	958.7	.3823	32.4	10.7	18.2	19.1	26.1	372.8	7,359,491	1,307,627	836,465	952,200	513,244	1,354,514	347,007
• Milwaukee	627.7	.2503	30.5	12.0	18.7	17.9	23.7	240.4	3,775,546	765,704	546,743	424,175	225,290	542,499	200,175
Wauwatosa	49.3	.0197	38.1	6.3	16.7	20.9	33.9	19.8	812,714	75,282	59,494	107,743	67,147	200,116	28,918
West Allis	63.8	.0252	34.8	8.8	19.7	18.4	31.2	26.8	768,354	124,490	60,717	100,397	52,159	230,746	27,814
Ozaukee	73.6	.0294	34.7	8.2	15.1	24.0	25.5	26.0	490,679	88,222	49,104	25,472	24,950	132,917	18,559
Washington	96.5	.0385	32.5	9.0	16.7	22.7	23.1	33.4	554,372	116,640	60,187	56,924	20,216	117,480	16,420
Waukesha	308.0	.1228	34.1	8.3	15.8	24.5	24.0	107.2	2,810,454	464,459	220,123	355,306	191,409	736,926	89,106
• Waukesha	57.6	.0230	31.0	11.4	20.0	21.5	20.4	21.5	837,902	109,805	57,161	107,406	82,858	289,590	28,762
SUBURBAN TOTAL	751.5	.2997	35.2	8.1	16.2	23.0	27.2	277.5	6,601,548	1,101,439	561,975	858,321	441,671	1,509,748	242,155

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METRO & COUNTY TOTALS

WISC. (cont.)

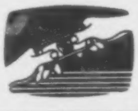
POPULATION

S&MM ESTIMATES: 12/31/90

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
MILWAUKEE–RACINE CONSOLIDATED AREA	*1,612.4*	*.6430*	*32.8*	*9.8*	*17.4*	*20.8*	*25.4*	*603.3*	*12,560,681*	*2,206,159*	*1,287,611*	*1,568,446*	*834,841*	*2,683,778*	*516,584*
RACINE	**175.6**	**.0700**	**32.9**	**8.8**	**16.9**	**21.1**	**25.3**	**63.9**	**1,345,685**	**229,211**	**121,732**	**178,544**	**75,022**	**341,941**	**45,492**
Racine	175.6	.0700	32.9	8.8	16.9	21.1	25.3	63.9	1,345,685	229,211	121,732	178,544	75,022	341,941	45,492
• Racine	84.6	.0337	31.4	9.3	17.8	18.7	24.9	31.9	734,383	160,799	74,840	152,951	52,339	73,240	30,616
SUBURBAN TOTAL	91.0	.0363	34.4	8.4	15.9	23.3	25.6	32.0	611,302	68,412	46,892	25,593	22,683	268,701	14,876
SHEBOYGAN	**104.2**	**.0415**	**33.8**	**8.6**	**16.4**	**20.5**	**27.5**	**38.7**	**685,409**	**142,007**	**63,577**	**117,479**	**18,170**	**140,992**	**23,032**
Sheboygan	104.2	.0415	33.8	8.6	16.4	20.5	27.5	38.7	685,409	142,007	63,577	117,479	18,170	140,992	23,032
• Sheboygan	49.8	.0199	33.9	8.9	17.4	18.6	29.4	19.8	427,127	94,552	40,388	98,975	12,066	69,631	18,138
SUBURBAN TOTAL	54.4	.0216	33.8	8.3	15.5	22.3	25.8	18.9	258,282	47,455	23,189	18,504	6,104	71,361	4,894
WAUSAU	**115.9**	**.0462**	**32.7**	**9.1**	**16.4**	**21.0**	**25.2**	**41.7**	**829,767**	**150,134**	**73,245**	**151,511**	**36,868**	**175,810**	**11,006**
Marathon	115.9	.0462	32.7	9.1	16.4	21.0	25.2	41.7	829,767	150,134	73,245	151,511	36,868	175,810	11,006
• Wausau	37.2	.0148	34.2	9.7	16.6	18.6	30.0	14.8	491,385	77,071	36,759	115,026	25,698	92,311	9,637
SUBURBAN TOTAL	78.7	.0314	32.0	8.8	16.3	22.1	27.0	26.9	338,382	73,063	36,486	36,485	11,170	83,499	1,369
OTHER COUNTIES															
Adams	15.8	.0063	40.6	6.4	14.9	19.3	38.3	6.0	33,495	11,848	4,639	441	220	4,588	1,346
Ashland	16.3	.0065	33.8	9.9	14.6	18.2	30.0	6.3	119,871	26,390	13,402	11,099	3,774	25,220	4,379
Barron	41.0	.0163	34.6	7.9	14.8	19.3	30.1	15.5	265,414	35,590	25,133	22,938	7,268	70,038	8,398
Bayfield	14.1	.0056	37.4	6.1	13.5	21.0	32.6	5.6	50,297	11,352	10,839	119	648	2,363	2,026
Buffalo	13.6	.0054	35.0	7.3	15.6	18.8	31.2	5.1	40,887	7,718	6,441	45	761	3,948	1,606
Burnett	13.1	.0052	39.8	5.9	12.5	19.2	37.2	5.2	64,637	16,577	7,769	3,153	428	12,496	282
Clark	31.6	.0126	33.9	7.3	13.9	18.0	30.5	11.2	112,895	28,092	12,213	2,485	3,300	31,567	3,844
Columbia	45.4	.0181	35.3	7.8	15.2	20.8	29.7	17.0	315,376	58,859	36,616	10,467	7,230	69,217	9,555
Crawford	15.9	.0064	35.0	7.2	13.6	19.2	30.9	5.9	109,199	21,539	12,408	11,719	2,178	27,037	1,996
Dodge	76.8	.0307	33.8	8.3	16.8	20.1	27.9	26.9	363,634	78,230	43,829	53,160	8,500	59,676	7,928
Door	25.8	.0103	36.7	6.4	15.1	20.7	31.8	10.1	208,044	42,999	30,029	13,160	6,608	37,251	5,536
☐ Douglas	41.7	.0166	34.9	9.5	14.9	20.5	29.3	16.4	300,996	56,870	31,429	39,806	4,310	62,561	9,820
• Superior	27.1	.0108	34.2	10.9	15.3	19.3	29.5	11.0	268,304	50,639	25,699	39,806	3,194	59,083	9,820
Dunn	36.0	.0143	28.6	20.1	14.1	18.2	22.7	12.3	167,031	39,225	19,749	34,275	3,741	25,554	5,758
Florence	4.6	.0018	36.4	6.7	14.6	19.9	32.1	1.8	13,785	1,242	2,089	142	55	2,744	709
Fond du Lac	90.3	.0360	33.4	9.6	15.5	20.5	27.0	32.7	618,272	100,577	67,059	121,774	17,917	143,942	24,757
Forest	8.8	.0035	35.9	8.8	12.8	17.3	33.8	3.3	30,662	14,368	3,989	418	277	370	649
Grant	49.1	.0196	31.6	13.8	14.0	17.5	27.7	17.1	266,136	66,408	32,531	27,472	8,190	48,587	6,331
Green	30.4	.0121	34.5	7.6	15.7	21.0	28.3	11.6	375,884	38,269	15,872	26,662	4,984	53,124	4,083
Green Lake	18.7	.0075	37.0	7.2	13.9	19.2	33.6	7.2	91,076	21,866	11,390	2,039	2,067	24,811	2,639
Iowa	20.2	.0081	33.1	8.0	16.2	20.0	27.0	7.4	529,105	16,936	10,446	7,068	4,071	13,090	3,258
Iron	6.1	.0024	42.4	6.3	12.8	18.4	41.1	2.6	42,771	16,145	5,468	138	368	3,518	1,406
Jackson	16.6	.0066	35.6	7.7	14.1	19.7	31.2	6.3	88,704	18,537	10,226	1,517	644	11,809	630
Jefferson	68.1	.0272	32.9	11.5	15.6	20.7	26.0	24.1	394,156	81,642	50,318	67,510	15,931	67,448	9,041
Juneau	21.8	.0086	[illegible]	7.0	14.7	18.2	32.6	8.3	111,997	17,274	10,545	3,047	2,776	12,056	3,360
Kewaunee	18.9	.0075	33.8	8.4	15.1	19.6	28.6	6.8	81,529	20,827	11,573	265	2,256	21,500	1,356
Lafayette	16.0	.0063	33.6	7.4	15.5	18.1	29.7	5.8	53,061	14,902	4,134	137	1,382	9,478	2,679
Langlade	19.5	.0078	36.8	6.9	13.9	18.7	33.7	7.6	133,298	29,189	12,633	19,492	2,574	31,275	5,153
Lincoln	27.1	.0108	35.0	7.9	15.1	18.9	31.1	10.2	157,363	38,103	15,140	10,320	3,825	36,569	6,323
Manitowoc	80.2	.0320	34.7	8.5	15.3	20.0	29.6	30.0	420,658	114,905	47,922	55,143	14,884	75,652	12,547
Marinette	40.7	.0162	35.8	7.3	14.6	19.5	31.6	15.6	246,682	56,768	26,104	24,191	9,770	42,974	6,494
Marquette	12.4	.0050	39.6	6.4	13.0	17.9	38.0	4.9	41,633	9,988	8,564	1,366	178	6,167	201
Menominee	3.9	[illegible]	24.4	9.3	14.9	14.4	19.9	1.1	3,800	159	1,296	178			
Monroe	36.9	.0147	33.7	7.8	14.8	20.2	27.9	13.2	212,440	45,182	20,370	34,002	8,218	32,653	4,756
Oconto	30.4	.0121	35.2	7.3	15.1	19.5	30.7	11.3	126,711	36,068	19,203	1,612	2,392	26,835	3,294
Oneida	31.8	.0127	39.0	6.2	14.1	20.5	35.2	12.7	276.522	45,876	30,094	28,623	10,302	61,351	5,501
Pepin	7.1	.0028	35.3	6.6	14.0	18.5	31.8	2.6	40,541	9,400	3,674	149	2,360	15,053	661
Pierce	33.0	.0131	29.3	15.7	16.2	19.6	21.2	11.1	162,183	32,181	20,051	1,275	7,799	31,278	7,175
Polk	35.0	.0140	34.7	6.7	15.0	20.5	29.1	13.1	179,223	50,510	18,575	3,081	7,837	24,360	7,391
Portage	61.8	.0246	29.4	17.0	15.9	19.4	21.8	21.5	427,724	64,676	54,324	71,741	21,275	69,661	5,112
Price	15.6	.0063	37.1	6.7	13.9	18.5	34.3	6.1	77,878	23,799	8,071	1,353	1,849	14,639	2,796
Richland	17.5	.0069	35.4	8.1	13.9	19.3	31.4	6.6	96,883	24,400	6,328	968	2,251	24,897	2,411
Rusk	15.0	.0060	35.3	7.9	13.9	18.5	32.0	5.7	59,662	17,415	7,744	1,297	865	5,372	3,050
☐ St. Croix	51.0	.0203	31.5	8.4	17.6	22.5	21.3	17.9	314,1[illegible]4	60,075	29,797	32,607	8,019	83,503	3,235
Sauk	47.2	.0188	34.3	8.1	15.6	20.1	28.8	17.8	350,83	81,761	44,887	33,664	7,290	61,994	6,864
Sawyer	14.3	.0057	38.4	6.1	13.0	19.0	35.6	5.6	103,767	38,328	10,369	1,665	1,849	11,111	1,148
Shawano	37.3	.0149	35.5	7.8	14.6	18.3	32.3	13.8	180,454	49,413	24,068	12,083	6,742	27,842	6,247
Taylor	18.9	.0076	32.3	7.9	16.0	17.8	27.9	6.7	83,576	23,468	9,218	1,255	3,067	18,694	1,171
Trempealeau	25.2	.0100	35.9	7.9	14.6	19.6	31.7	9.5	146,078	31,720	13,284	1,704	982	48,903	3,817
Vernon	25.6	.0102	36.4	6.6	13.9	19.3	32.7	9.7	98,564	19,757	8,719	2,434	8,203	17,304	3,280
Vilas	17.8	.0071	43.1	5.4	11.3	19.1	41.5	7.3	153,215	35,167	21,389	3,406	6,710	19,112	3,217
Walworth	75.4	.0301	33.1	13.6	15.1	19.9	27.2	27.8	496,322	101,465	66,371	45,100	9,991	78,353	14,999
Washburn	13.8	.0055	38.3	6.1	12.9	20.5	34.2	5.5	127,755	35,200	9,430	4,579	3,559	37,994	6,797
Waupaca	46.3	.0184	35.2	7.8	15.0	19.3	30.9	17.1	258,312	60,811	34,769	16,816	9,846	62,279	9,211
Waushara	19.5	.0078	38.8	6.5	13.4	19.2	36.0	7.7	83,726	21,709	8,492	1,067	1,539	20,455	1,007
Wood	73.7	.0293	33.3	8.4	16.3	20.1	27.2	27.5	742,576	119,517	46,985	128,092	26,714	140,741	7,380
TOTAL METRO COUNTIES	**3,314.2**	**1.3216**	**32.3**	**10.9**	**17.4**	**20.8**	**24.6**	**1,238.4**	**25,994,688**	**4,498,234**	**2,599,353**	**3,518,339**	**1,584,109**	**5,502,842**	**832,988**
TOTAL STATE	**4,912.1**	**1.9584**	**32.9**	**10.3**	**16.7**	**20.4**	**26.1**	**1,829.8**	**36,030,983**	**6,522,581**	**3,656,134**	**4,446,245**	**1,872,554**	**7,327,792**	**1,084,537**

EFFECTIVE BUYING INCOME



S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
APPLETON–OSHKOSH–NEENAH	**4,244,134**	**29,473**	**19.3**	**30.2**	**21.6**	**16.9**	**.1273**
Calumet	437,423	30,347	18.6	31.6	23.0	16.3	.0116
Outagamie	1,915,984	30,561	17.5	30.8	22.6	17.7	.0584
● Appleton	941,875	30,114	18.3	30.3	21.6	17.9	.0274
Winnebago	1,890,727	28,077	21.1	29.5	20.3	16.2	.0573
● Neenah	346,082	30,683	17.6	30.6	22.3	18.6	.0102
● Oshkosh	675,664	23,609	26.2	28.5	16.2	13.0	.0238
SUBURBAN TOTAL	2,280,513	30,788	17.6	30.8	23.3	17.5	.0659
EAU CLAIRE	**1,628,882**	**24,099**	**24.8**	**28.4**	**17.4**	**12.9**	**.0523**
Chippewa	658,223	26,356	22.6	28.7	18.2	16.0	.0206
Eau Claire	970,659	22,783	26.1	28.3	16.9	11.0	.0317
● Eau Claire	636,912	21,624	27.7	27.4	15.9	10.3	.0233
SUBURBAN TOTAL	991,970	25,873	22.8	29.2	18.4	14.8	.0290
GREEN BAY	**2,559,642**	**28,491**	**19.6**	**30.5**	**21.1**	**15.0**	**.0812**
Brown	2,559,642	28,491	19.6	30.5	21.1	15.0	.0812
● Green Bay	1,217,696	24,984	22.6	30.9	17.5	11.8	.0427
SUBURBAN TOTAL	1,341,946	32,248	16.1	30.1	25.1	18.7	.0385
JANESVILLE–BELOIT	**1,829,480**	**29,129**	**18.9**	**29.3**	**21.6**	**15.8**	**.0556**
Rock	1,829,480	29,129	18.9	29.3	21.6	15.8	.0556
● Beloit	426,797	25,678	20.9	27.7	19.0	13.8	.0151
● Janesville	722,466	29,825	18.3	30.7	21.9	16.0	.0241
SUBURBAN TOTAL	680,217	30,494	18.1	29.0	23.1	17.1	.0164
KENOSHA	**2,039,184**	**35,536**	**15.7**	**23.0**	**21.7**	**29.2**	**.0517**
Kenosha	2,039,184	35,536	15.7	23.0	21.7	29.2	.0517
● Kenosha	1,238,284	33,536	17.0	23.9	21.3	26.3	.0330
SUBURBAN TOTAL	800,900	38,849	13.6	21.5	22.2	34.3	.0187
LA CROSSE	**1,296,381**	**26,270**	**22.2**	**28.4**	**19.1**	**15.4**	**.0404**
La Crosse	[illegible]	26,270	22.2	28.4	19.1	15.4	.0404
● La Crosse	[illegible]	22,483	25.7	26.0	15.9	13.2	.0246
SUBURBAN TOTAL	651,695	30,577	17.9	31.4	22.8	18.0	.0158
MADISON	**5,627,120**	**30,218**	**19.2**	**26.2**	**20.2**	**21.9**	**.1646**
Dane	5,627,120	30,218	19.2	26.2	20.2	21.9	.1646
● Madison	2,916,566	27,208	21.1	25.2	17.8	20.4	.0914
SUBURBAN TOTAL	2,710,554	33,166	16.8	27.4	23.2	23.6	.0732
MILWAUKEE	**22,621,810**	**33,549**	**16.6**	**24.4**	**21.6**	**25.9**	**.6239**
Milwaukee	14,240,820	29,899	19.0	25.6	20.2	21.3	.4019
● Milwaukee	8,275,049	26,662	21.1	26.1	19.1	17.2	.2310
Wauwatosa	949,133	38,063	15.0	22.8	22.6	32.6	.0310
West Allis	1,012,477	30,967	18.3	28.5	22.5	19.8	.0323
Ozaukee	1,283,918	40,163	12.1	22.6	23.6	35.3	.0324
Washington	1,342,037	33,938	14.4	28.9	25.6	21.9	.0361
Waukesha	5,755,035	44,592	10.0	19.1	24.8	40.8	.1535
● Waukesha	948,301	37,408	14.1	23.8	25.4	28.6	.0321
SUBURBAN TOTAL	13,398,460	38,985	12.8	22.9	23.5	33.3	.3608
MILWAUKEE–RACINE CONSOLIDATED AREA	***25,072,807***	***33,345***	***16.6***	***24.6***	***21.8***	***25.4***	***.6953***
RACINE	**2,450,997**	**31,751**	**16.8**	**27.0**	**23.0**	**20.7**	**.0714**
Racine	2,450,997	31,751	16.8	[illegible]	23.0	20.7	.0714
● Racine	1,095,829	27,998	19.8	27.4	20.8	16.4	.0346
SUBURBAN TOTAL	1,355,168	35,131	13.8	26.4	25.3	25.0	.0368
SHEBOYGAN	**1,479,715**	**31,176**	**18.7**	**27.6**	**23.1**	**19.3**	**.0409**
Sheboygan	1,479,715	31,176	18.7	27.6	23.1	19.3	.0409
● Sheboygan	704,682	28,609	20.9	27.3	21.0	16.9	.0211
SUBURBAN TOTAL	775,033	33,628	16.3	[illegible]	25.3	21.8	.0198
WAUSAU	**1,410,335**	**27,274**	**20.2**	**30.3**	**20.2**	**14.0**	**.0431**
Marathon	1,410,335	27,274	20.2	30.3	20.2	14.0	.0431
● Wausau	477,818	24,418	22.0	26.7	17.9	13.5	.0180
SUBURBAN TOTAL	932,517	28,549	19.3	31.9	21.7	14.3	.0251

EFFECTIVE BUYING INCOME

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
OTHER COUNTIES							
Adams	183,132	22,611	26.3	27.5	15.8	12.2	.0045
Ashland	170,442	20,013	29.2	28.3	13.3	8.4	.0058
Barron	426,712	20,781	27.3	29.8	13.6	8.6	.0138
Bayfield	148,518	19,640	28.9	26.7	13.8	8.6	.0040
Buffalo	156,973	22,361	26.0	28.0	15.1	12.5	.0040
Burnett	145,341	20,574	28.3	28.8	13.4	9.2	.0043
Clark	295,393	19,377	27.5	28.2	11.7	8.6	.0087
Columbia	528,554	24,859	22.7	31.3	17.9	11.6	.0163
Crawford	155,541	18,551	29.9	27.6	10.9	7.8	.0053
Dodge	920,634	27,268	21.1	31.0	19.7	14.5	[illegible]
Door	319,438	24,018	24.7	32.1	15.6	11.8	[illegible]
☐ Douglas	520,132	24,724	23.1	27.0	17.9	13.7	.0158
● Superior	347,523	23,768	24.0	25.4	16.9	14.3	.0116
Dunn	342,638	19,582	29.0	28.5	12.2	8.2	.0105
Florence	60,351	24,500	23.6	24.8	16.7	16.8	.0013
Fond du Lac	1,135,474	28,062	20.6	30.9	21.2	14.5	.0337
Forest	84,084	19,289	31.5	29.6	11.7	6.2	.0024
Grant	535,873	23,040	23.6	28.9	15.4	12.5	.0160
Green	386,494	25,206	22.8	29.8	17.5	13.9	.0143
Green Lake	207,728	22,012	27.0	31.0	14.2	9.8	.0060
Iowa	188,218	18,935	30.4	30.1	9.7	7.1	.0131
Iron	52,319	14,906	34.5	25.9	6.4	2.7	.0019
Jackson	159,629	18,945	27.7	28.5	13.0	5.7	.0050
Jefferson	847,041	27,951	19.7	30.6	20.7	15.0	.0241
Juneau	235,663	20,869	27.8	29.0	12.8	10.3	.0069
Kewaunee	219,390	24,881	23.3	29.3	17.5	13.4	.0061
Lafayette	170,999	22,831	24.1	30.4	15.4	11.0	.0045
Langlade	213,969	20,784	27.3	28.7	12.3	10.8	.0069
Lincoln	287,996	21,305	27.4	30.9	14.1	8.1	.0089
Manitowoc	991,980	26,603	21.5	31.4	19.8	12.8	.0275
Marinette	423,080	21,107	25.9	30.0	15.0	7.3	.0135
Marquette	114,181	17,436	30.6	28.9	8.1	5.9	.0033
Menominee	32,344	23,880	30.1	37.5	11.2	11.0	.0009
Monroe	432,799	24,493	23.6	29.5	16.9	13.2	.0128
Oconto	313,346	21,121	27.2	29.1	14.6	9.0	.0090
Oneida	358,897	21,776	28.1	30.7	15.6	7.9	.0122
Pepin	83,301	24,471	22.7	29.0	16.7	13.8	.0025
Pierce	399,160	27,290	21.0	29.0	17.9	17.6	.0110
Polk	366,214	21,220	26.5	29.3	14.8	8.9	.0110
Portage	774,676	27,645	20.7	27.0	20.2	17.1	.0230
Price	165,059	20,034	26.3	26.7	15.3	8.2	.0050
Richland	197,371	22,378	25.4	30.2	14.3	10.9	.0057
Rusk	138,095	17,503	32.7	27.5	10.2	5.1	.0041
☐ St. Croix	705,561	32,356	17.0	25.2	22.5	22.8	.0193
Sauk	570,443	24,329	23.5	31.2	17.3	11.5	.0179
Sawyer	138,494	17,788	29.8	26.9	10.7	7.2	.0048
Shawano	382,261	20,582	27.1	28.8	13.6	9.0	.0114
Taylor	192,287	21,027	27.8	28.3	14.6	9.7	.0055
Trempealeau	253,919	20,208	27.7	30.6	12.0	7.9	.0081
Vernon	264,187	19,473	27.1	26.0	13.5	9.2	.0075
Vilas	207,745	20,929	29.3	30.5	12.8	9.1	.0069
Walworth	1,005,689	27,924	20.3	27.8	20.8	16.7	.0287
Washburn	131,608	17,793	32.2	27.3	10.5	5.3	.0050
Waupaca	522,853	23,533	23.0	31.1	16.1	10.9	.0154
Waushara	194,294	18,385	29.8	28.1	11.2	6.5	.0057
Wood	967,809	28,072	20.4	27.8	20.3	17.0	.0319
TOTAL METRO COUNTIES	**48,413,373**	**31,055**	**18.2**	**26.4**	**21.2**	**21.7**	**1.3875**
TOTAL STATE	**66,614,089**	**28,292**	**20.2**	**27.5**	**19.6**	**18.4**	**1.9416**

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Wyoming

POPULATION

S&MM ESTIMATES: 12/31/90

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
CASPER	**60.2**	**.0240**	**32.6**	**8.1**	**16.4**	**22.1**	**24.0**	**23.4**
Natrona	60.2	.0240	32.6	8.1	16.4	22.1	24.0	23.4
• Casper	46.0	.0183	32.6	8.6	16.4	21.6	24.5	18.2
SUBURBAN TOTAL	14.2	.0057	32.5	6.7	16.2	23.8	22.2	5.2
CHEYENNE	**73.3**	**.0292**	**32.0**	**9.8**	**17.6**	**21.8**	**22.8**	**28.2**
Laramie	73.3	.0292	32.0	9.8	17.6	21.8	22.8	28.2
• Cheyenne	50.1	.0200	33.3	9.2	17.2	21.8	25.3	20.3
SUBURBAN TOTAL	23.2	.0092	29.2	11.0	18.4	21.9	17.5	7.9
OTHER COUNTIES								
Albany	30.8	.0123	26.6	25.3	17.5	18.6	16.8	12.0
Big Horn	10.3	.0041	36.4	6.4	11.4	19.4	32.4	3.8
Campbell	29.3	.0117	28.4	7.2	20.3	24.1	12.5	9.9
Carbon	16.3	.0065	32.7	7.2	16.6	23.6	22.7	5.9
Converse	10.7	.0043	31.5	6.7	15.6	22.9	21.6	3.9
Crook	5.3	.0021	33.4	5.8	14.2	21.6	26.0	1.9
Fremont	33.1	.0132	32.8	7.4	14.2	21.6	25.2	11.8
Goshen	12.3	.0049	34.7	8.0	14.0	19.8	29.8	4.8
Hot Springs	4.7	.0019	38.8	5.2	12.9	21.1	34.5	1.9
Johnson	6.0	.0024	37.9	6.3	12.1	22.3	32.3	2.3
Lincoln	12.6	.0049	29.1	5.9	14.1	20.6	21.1	4.1
Niobrara	2.4	.0010	38.9	5.8	14.5	20.1	35.3	1.0
Park	23.1	.0092	33.9	8.6	14.6	22.2	26.3	8.7
Platte	7.9	.0031	36.5	6.1	12.5	22.2	30.2	3.1
Sheridan	23.3	.0093	36.5	6.8	13.6	23.9	28.8	9.3
Sublette	4.7	.0019	35.5	6.2	14.6	25.2	25.6	1.8
Sweetwater	38.0	.0152	29.7	7.8	17.0	23.7	17.2	13.3
Teton	11.4	.0045	33.2	7.6	21.9	28.5	17.7	4.7
Uinta	18.5	.0074	26.8	6.9	17.7	22.1	13.3	5.8
Washakie	8.2	.0032	34.6	6.4	13.9	21.6	27.9	3.1
Weston	6.4	.0026	34.4	6.2	15.0	22.2	26.8	2.4
TOTAL METRO COUNTIES	**133.5**	**.0532**	**32.2**	**9.0**	**17.0**	**22.0**	**23.4**	**51.6**
TOTAL STATE	**448.6**	**.1789**	**31.8**	**8.9**	**16.2**	**22.2**	**22.6**	**167.1**

RETAIL SALES BY STORE GROUP

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
CASPER	**460,287**	**108,682**	**43,090**	**55,474**	**25,169**	**101,770**	**6,771**
Natrona	460,287	108,682	43,090	55,474	25,169	101,770	6,771
• Casper	427,429	107,851	39,807	52,629	23,822	94,740	6,771
SUBURBAN TOTAL	32,858	831	3,283	2,845	1,347	7,030	
CHEYENNE	**531,612**	**83,686**	**55,524**	**75,222**	**18,106**	**127,439**	**4,807**
Laramie	531,612	83,686	55,524	75,222	18,106	127,439	4,807
• Cheyenne	470,995	69,704	50,220	67,723	17,424	123,514	4,503
SUBURBAN TOTAL	60,617	13,982	5,304	7,499	682	3,925	304
OTHER COUNTIES							
Albany	176,902	39,728	19,765	13,476	7,704	31,520	6,943
Big Horn	24,602	9,274	3,671	738	772	2,183	1,251
Campbell	160,903	42,362	15,811	15,278	4,757	29,694	5,864
Carbon	88,063	23,463	9,297	5,730	1,665	13,306	3,721
Converse	45,147	10,701	4,292	3,883	1,033	8,551	2,177
Crook	16,062	3,771	2,069	943	98	639	425
Fremont	170,548	41,455	15,101	18,719	3,594	32,190	4,717
Goshen	48,978	12,563	5,288	5,079	621	5,818	1,775
Hot Springs	21,445	5,022	1,812	305	299	2,396	1,220
Johnson	24,053	3,451	2,540	676	860	1,029	1,154
Lincoln	53,603	11,071	3,498	3,028	1,618	13,533	1,170
Niobrara	12,451	1,546	1,306	399	41	2,033	203
Park	140,897	21,258	18,160	28,864	3,397	20,561	4,456
Platte	37,138	10,844	4,251	1,097	466	6,823	910
Sheridan	162,007	40,406	20,779	13,180	5,709	35,535	3,932
Sublette	18,799	5,585	3,467	1,319	430	574	128
Sweetwater	239,705	45,784	21,570	23,033	11,441	62,620	4,706
Teton	135,399	12,939	24,770	4,461	4,284	11,891	3,482
Uinta	79,519	18,912	5,165	6,773	913	12,790	670
Washakie	45,166	14,783	4,085	4,303	1,119	9,569	1,556
Weston	32,769	7,334	2,426	1,823	641	8,515	1,391
TOTAL METRO COUNTIES	**991,899**	**192,368**	**98,614**	**130,696**	**43,275**	**229,209**	**11,578**
TOTAL STATE	**2,726,055**	**574,620**	**287,737**	**283,803**	**94,737**	**540,979**	**63,429**

EFFECTIVE BUYING INCOME

S&MM ESTIMATES: 12/31/90

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
CASPER	**809,444**	**28,933**	**18.0**	**30.5**	**21.6**	**16.3**	**.0239**
Natrona	809,444	28,933	18.0	30.5	21.6	16.3	.0239
• Casper	634,634	29,204	18.2	28.2	22.3	17.0	.0198
SUBURBAN TOTAL	174,810	28,289	16.8	39.3	19.4	13.9	.0041
CHEYENNE	**830,863**	**22,853**	**25.6**	**27.0**	**16.8**	**12.0**	**.0266**
Laramie	830,863	22,853	25.6	27.0	16.8	12.0	.0266
• Cheyenne	592,070	23,00[illegible]	24.7	27.0	16.9	11.9	.0203
SUBURBAN TOTAL	238,793	22,49[illegible]	28.1	26.7	16.4	12.2	.0063
OTHER COUNTIES							
Albany	344,805	21,025	24.0	25.7	13.9	12.4	.0105
Big Horn	101,555	20,885	25.2	29.5	13.3	9.2	.0026
Campbell	418,070	37,328	13.3	25.7	28.2	26.2	.0110
Carbon	201,100	29,246	17.1	29.4	23.0	15.6	.0056
Converse	135,387	30,182	15.6	33.1	24.0	15.4	.0036
Crook	49,122	20,245	30.2	30.0	12.1	8.5	.0013
Fremont	341,646	25,137	22.8	33.5	18.1	9.6	.0105
Goshen	120,873	18,889	27.5	27.5	10.3	9.5	.0034
Hot Springs	59,530	25,389	20.1	27.5	17.6	15.2	.0015
Johnson	60,100	18,396	27.9	25.9	10.8	9.7	.0018
Lincoln	118,022	23,924	24.3	31.5	15.1	11.4	.0036
Niobrara	23,051	16,455	26.9	24.9	8.1	8.2	.0008
Park	265,807	24,733	24.3	29.4	16.5	12.8	.0080
Platte	80,222	22,833	22.1	34.7	16.4	6.0	.0024
Sheridan	316,609	27,660	20.8	25.5	20.3	17.2	.0089
Sublette	52,949	23,692	24.0	30.5	16.5	11.5	.0016
Sweetwater	504,998	33,030	14.4	29.9	25.9	20.1	.0142
Teton	150,143	24,689	23.1	33.7	14.1	14.3	.0053
Uinta	212,201	32,461	14.3	30.9	27.2	16.6	.0058
Washakie	103,032	27,552	21.8	29.9	19.2	16.3	.0030
Weston	87,474	32,844	17.3	24.8	27.5	17.9	.0022
TOTAL METRO COUNTIES	**1,640,307**	**25,945**	**22.2**	**28.5**	**19.0**	**14.0**	**.0505**
TOTAL STATE	**5,287,003**	**26,618**	**21.1**	**28.9**	**19.4**	**14.5**	**.1581**